AUTOMATIC WORLD

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WATCH YOUR PROFITS GROW BIGGER BIGGEST WITH THESE Bally WINNERS

BIG

LONG-SHOT
Payout or Ticket

4-MULTIPLE ONE-SHOT

CHANGING ODDS • MYSTERY SELECTIONS
WIN, PLACE, SHOW AND PURSE AWARDS

$45 TOP RESERVE

DARK HORSE
Free Play

DE LUXE 4-MULTIPLE GAME

CHANGING ODDS • MYSTERY SELECTIONS
WIN, PLACE, SHOW AND PURSE AWARDS

ONE-SHOT OR 5-BALL PLAY
(CONVERTIBLE)

CHOICE OF TABLE OR CONSOLE

BUY-THE-BOARD *feature*

DOUBLES OR TRIPLES AVERAGE COLLECTION

Play 40 coins without a winner and the entire play-board belongs to you! ALL 7 SELECTIONS LIGHT UP! 28 winning pockets, $8.00 top! No wonder players pump nickels by the dozen into LONG-SHOT and DARK-HORSE . . . to push that magic number up to 40! And no wonder you shovel out collections double or triple your best multiple profit records. Get the "inside track" to the choice locations—get LONG-SHOT or DARK-HORSE today!

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE
CHICAGO • ILLINOIS

DON'T BE FOOLED

YOU CAN'T MAKE MONEY ON DEADHEAD PHONOGRAPHS THAT DON'T PAY THEIR WAY

KEEP MODERN WITH NEW WURLITZERS

Trade In Your DEAD

THAT DON'T PAY THEIR WAY TOWARD NEW MODERN

WURLITZERS

REG. U.S. PAT. OFF.

That Pay Big Profits

Don't be fooled. Deadhead phonographs left on location produce only a small fraction of the profits a more modern Wurlitzer would earn. And every day they stay—you risk the loss of those locations.

Turn them in toward brand new, big earning Wurlitzers. Put these top-profit producers in your best locations. Move your newer instruments right down the line giving every location a better phonograph. Your overhead stays the same. Your profits go up. Your locations remain YOURS!

DON'T BE FOOLED BY "MADE-OVER" PHONOGRAPHS EITHER

A "Made-Over" phonograph is a lame attempt to hold a location. It doesn't fool the location owner. It doesn't fool the public. Don't attempt to build your business by half-baked measures like these. Invest your money on a sound basis—in new Wurlitzer Phonographs. Keep your business modern and it will keep on paying you substantial profits year after year.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

Take a tip from the Taxicab Companies

THE PUBLIC WANTS SOMETHING NEW

PEOPLE DON'T GO FOR OBSOLETE MODELS

HEAD PHONOGRAPHS

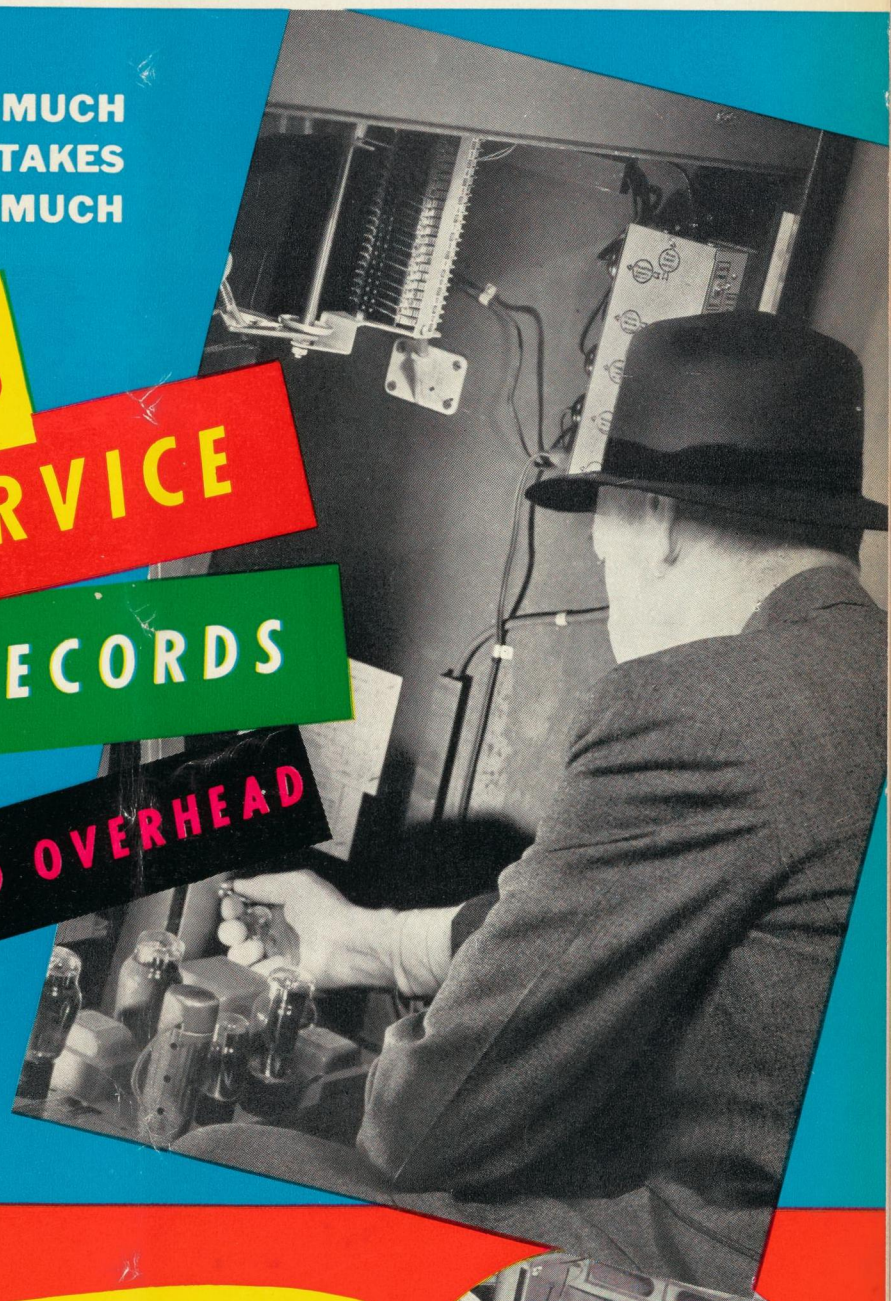
REGARDLESS OF HOW MUCH MONEY A PHONOGRAPH TAKES IN IT COSTS YOU JUST AS MUCH FOR

COLLECTIONS

SERVICE

RECORDS

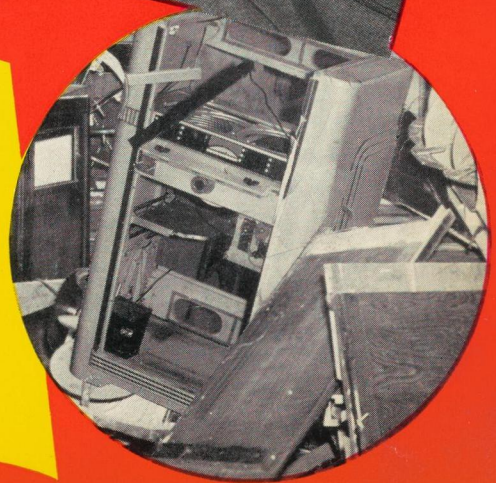
AND OVERHEAD



Whether you operate new or old phonographs, your operating costs remain the same. Any increase in collections means extra profit for you.

That's why it pays to replace deadhead phonographs that don't pay their way with more modern Wurlitzers with increased eye and ear appeal—far greater earning power.

Better to junk old phonographs than keep them on the job . . . Better yet—turn them in toward new modern Wurlitzers at your nearest Wurlitzer Distributor



MODEL 800

Make More Money!

MODERNIZE YOUR BUSINESS WITH NEW WURLITZERS

REG. U.S. PAT. OFF.

PRINTED IN U.S.A.

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.
An independent nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

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THE SOUTHWEST MAGAZINE OF THE COIN MACHINE INDUSTRY

12

With the Editor

● Again the time has arrived for us to express our hearty thanks to our many friends, readers and advertisers of AUTOMATIC WORLD and wish for you all a very Merry Christmas and lots of happiness and success during the new year of 1941. It has been a real pleasure to have served you during the past year and we trust that we have your fine cooperation during 1941.

● This period of the year reminds us of the past and brings to our memory the many pleasant experiences we have enjoyed in this industry during the past 11 years, at which time AUTOMATIC WORLD had its beginning. At that time the paper was the only monthly in the field except the Automatic Age and an association mag called Automatic Merchandiser. Our first Coin Machine Show to be attended by AUTOMATIC WORLD was at Cleveland, Ohio, February, 1931, when 60 exhibitors displayed their machines and products. The industry has traveled forward and experienced a great growth since that year. It has promises of much further growth in the years to come.

● Yes, sir, there has been a big change in things since the first issue of AUTOMATIC WORLD rolled from the press. The industry has been somewhat streamlined. Operating activities have shuffled from under the wing of individual operation into the arms of operating organizations. Eleven years ago the operating business was a sort of a "lone wolf" proposition but today operating is done mostly by organizations employing several service men and several service trucks. In the old days manufacturers sold mostly to operators direct. There were very few established coin machine distributors. Today the setup is on a real business scale and distribution of machines is handled through established distributors. AUTOMATIC WORLD was among the first to encourage the distribution of machines and products through distributor setups which has proved so successful.

● And keep in mind that the new name for tables, recently adopted by the Amusement Board of Trade of New Jersey, is a pip. The newly adopted name for tables of the free play type is "RE-PLAY" instead of Free Play.

● It will soon be time to start packing the old "keester" for your journey to the big Coin Machine Show to be held at the SHERMAN HOTEL, Jan. 13-16. If you have not yet made your room reservation you'd better WIRE it in to the Sherman today. Jim Gilmore and the other Coin Machine Industries' boys have promised the visiting operators and distributors a good show, and those boys are not slack concerning their promises.

CMI TO COOPERATE WITH PEANUT COUNCIL

A special letter was recently sent out to the various Vending Machine Manufacturers, whose machines vend peanuts in any form, by Coin Machine Industries, Inc., requesting that such manufacturers lend their cooperation to the National Peanut Council in their promotion of National Peanut Week. The letter was as follows:

"At a recent meeting with W. B. Jester, executive secretary of National Peanut Council, attended by a few of the manufacturers of vending machines for peanuts and peanut-filled candy bars, and a few of the manufacturers of the candy bars, we promised to cooperate in the promotion of National Peanut Week.

"A tremendous quantity of peanuts and peanut candy bars are vended through coin-operated vending machines as you very well know. We agreed to request every manufacturer of these types of machines, both members and non-members, to contact Mr. Jester at Suffolk, Va., to offer to place their National Peanut Week sticker on every one of these machines they ship from now until Jan. 15, 1941. Also to offer to cooperate in any other way they can.

"We also offered the National Peanut Council through Mr. Jester some space in our coming Coin Machine Show to meet and greet those who attend and to pass out his Association's literature promoting the peanut industry. They want peanuts eaten for their nutritive value rather than to have so large a proportion of the crop crushed into peanut oil.

"Mr. Jester thought the coin machine industry could well afford to cooperate because of the close relationship with the vending machine manufacturers. We agree with him, therefore the request. We trust we can count on your good company to cooperate.

Sincerely,
"Coin Machine Industries, Inc.,
"Jas. A. Gilmore,
"Secretary-Manager."

HERE'S A SWELL IDEA

An Open Letter To The Coin Machine Industry:

The Board of Governors of the Amusement Board of Trade of New Jersey, Inc., has adopted the following Resolution:

"WHEREAS, in the opinion of established operators the term, 'FREE PLAY' is a misnomer, and

WHEREAS, it has been suggested that the term, 'RE-PLAY' be used instead, and

WHEREAS, the term 'RE-PLAY' is more truly descriptive of the connotation of that term, be it

RESOLVED, that the term, 'RE-PLAY' be adopted by the members of this Association as a proper descriptive term, and be it

RESOLVED, that the manufacturers, distributors, and jobbers of coin electric devices, advertising man, and trade papers in the Industry, be informed of this RESOLUTION, and be it further

RESOLVED, that manufacturers, distributors, and jobbers of coin electric devices, advertising men, and trade papers in the Industry, be requested to use the term, 'RE-PLAY' in place of the term, 'FREE PLAY' whenever such term would ordinarily be used.

Adopted this Nineteenth Day of November, 1940.

Approved by
Harry Pearl, President
For the Board of Governors

Attest: LeRoy Stein,
Executive Secretary.

JAMES MANGAN HONORED

Chicago, November 19 — James Mangan, director of advertising and merchandising of Mills Novelty Company, received this week from Transcontinental & Western Air Lines a certificate for having traveled in the first commercial transport designed to fly at altitudes of approximately three and one-half miles and was awarded membership in the Stratoliner Club, a small group of distinguished air travelers who have participated in the historical development of the science of upper altitude flight.

"Mary," inquired the lady of the house, suspiciously, "did you wash this fish before you baked it?"

And Mary replied: "What's the use of washing a fish that has been in the water all his life?"

AMERICA'S GREATEST LIST OF
STANDS BEHIND

DENVER DISTRIBUTING CO.
1856-58 Arapahoe Street
Denver, Colo.

ELECTRO-BALL COMPANY
1200 Camp Street, Dallas, Texas
1706 Fannin Street, Houston, Texas

DONALD FIELDING & CO.
1106 Hall Ave., Windsor, Ontario, Canada
Distributors for Ontario and Quebec

The General Vending Service Co.
2320 N. Monroe Street
Baltimore, Md.

GERBER & GLASS
914 Diversey Boulevard
Chicago, Ill.

HANKIN MUSIC CO.
258 Pryor Street, S. W.
Atlanta, Ga.

IDEAL NOVELTY CO.
Carl Trippe
1518 Market St., St. Louis, Mo.

K. C. NOVELTY CO.
419 Market St., Philadelphia, Pa.
Phone: Market 4641—Market 9953

B.D. LAZAR COMPANY
1635-37 Fifth Avenue
Pittsburgh, Pa.

SKY FIGHTER

MUTOSCOPE
is proud of its gilt-
edge array of SKY
FIGHTER distributors
...in itself this list is a
tremendous tribute to
SKY FIGHTER'S *proven*
superiority!

IT'S THE *OPERATORS'* GUN! . . .

SKY FIGHTER is the gun that profits the operator
. . . it's the gun that vends THRILLS—300 in 30
seconds . . . the gun that has PROVEN by months
of capacity production and record breaking
collections that it OUTPLAYS, OUTLASTS AND
OUTEARNS THEM ALL!

IT'S THE GUN THAT
LOCATIONS *DEMAND!*

The best and busiest locations have
to squeeze every possible nickel
out of every inch of floor space —
and they DEMAND SKY FIGHTER,
because it's the *only* gun
that takes up so little
room and takes in so
much money!

JANUARY 1941
COIN MACHINE SHOW
SHERMAN HOTEL CHICAGO
13 14 15 16
SEE OUR DISPLAY

Manufactured by
INTERNATIONAL MUTOSCOPE
REEL COMPANY, Inc.
44-01 11th Street
LONG ISLAND CITY, NEW YORK

BLUE RIBBON DISTRIBUTORS
SKY FIGHTER

23"WIDE X 30"DEEP
U. S. PATENT NO. 2,212,257
OTHER PATENTS PENDING

THE MARKEPP CO.
3328 Carnegie Ave., Cleveland, O.
1410 Central Parkway, Cincinnati, O.

MAYFLOWER NOVELTY CO.
2218 University Avenue
St. Paul, Minnesota

MILLS SALES CO., LTD.
1491 W. Washington Blvd., Los Angeles, Calif. · 1640 18th St., Oakland, Calif. · 1325 S. W. Washington St., Portland, Ore.

HEBERLING BROS.
106 Elliott Ave., West, Seattle, Wash.

Moseley Vending Machine Ex., Inc.
00 Broad St., Richmond, Va.
Day Phone 3-4511—Night Phone 5-5328

A. P. SAUVE CO.
3002-3004 Grand River Avenue
Detroit, Mich.

SEABOARD SALES, INC.
Bert Lane
619 Tenth Avenue, New York · Wisconsin 7-5688

STEWART NOVELTY CO.
136 E. 2nd South Street
Salt Lake City, Utah

UNITED AMUSEMENT CO.
3410 Main Street
Kansas City, Mo.

THE VENDING MACHINE CO.
205-15 Franklin Street, Fayetteville, N. C.
"Cable Address COINSLOTS"

MUTOSCOPE

HOLIDAY GREETINGS
FROM
SKY FIGHTER'S
MANUFACTURER AND
DISTRIBUTORS

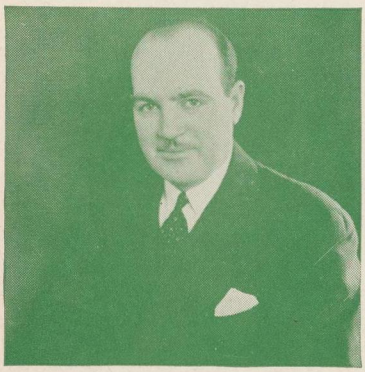
'41 Show to Stress Salesmanship

By GEORGE MOLONEY
Bally Mfg. Company

● Salesmanship will be an important topic of discussion during the 1941 COIN MACHINE SHOW at the Sherman Hotel, Chicago, Jan. 13-16, 1941. The operator's problem of selling his service to locations and to the public is sure to have a prominent place on the program of operator association meetings held during the Show. Likewise, the ever-important problem of selling the coin-machine industry to the American public will receive considerable attention.

Operators Advertise Their Service

Abundant evidence has appeared during the past year to indicate that



GEORGE MOLONEY of Bally Mfg. Company is treasurer of Coin Machine Industries, Inc., manufacturers' association which is sponsoring the 1941 COIN MACHINE SHOW, Sherman Hotel, Chicago, Jan. 13-16, 1941.

operators are becoming increasingly sales-minded. For example, instead of haphazard placement of machines, operators are analyzing their locations more critically than ever before, and selecting machines, as well as locations, on the basis of their careful surveys. Then, too, operators are beginning to advertise their "wares" as other merchants do, as contrasted to the old method of merely placing a machine and hoping that the public will be attracted to it.

In the case of the Rapid-Fire machine-gun, built by Bally Mfg. Co., several operators have printed handbills for location distribution—handbills which listed locations where people could obtain target-practice conveniently and economically. Similar advertising—direct to the public—has also been published in local newspapers. And countless operators are using window and wall banners in connection with gun operations. "Come in and shoot 100 shots for 5 cents"—or "Every American should learn to shoot" are the themes of these banners; and operators report excellent results, as measured by increased collections.

Increase Merchant's Store Traffic

Window banners are also being used by music operators to feature new records. Banners of this kind — whether featuring music or amusement—are welcomed by location owners, because window advertising not only increases the merchant's share of cash-box receipts, but also steps up store traffic and thus boosts sales of all merchandise handled by the location.

As to the major job of selling coin-machines to the public, many regional operator associations have made considerable progress in this direction. And, as was done last year, Coin Machine Industries, Inc., the manufacturer's association which is sponsoring the Show, has already arranged with an outstanding public relations concern to obtain favorable nationwide publicity for the Show. Such publicity, of course, has beneficial results for the entire industry.

Interest in public relations, merchandising and advertising has been growing among operators during 1940 and will be intensified by discussion at the 1941 Show. And this interest will contribute greatly to making 1941—like the 1940 Show—"bigger and better than ever before" for every man and woman in the coin-machine industry.

BATTERY OPERATION of Bally Rapid-Fire machine-guns, illustrating type of "point-of-sales" advertising used by operators

ELECTRO-BALL MAKES FAST COVERAGE OF TEXAS WITH NEW GAMES

DALLAS, Texas—Always depend on Electro-Ball Company, whose headquarters are at 1200 Camp street, this city, to make a quick coverage of this state with anything they believe to be new for profits.

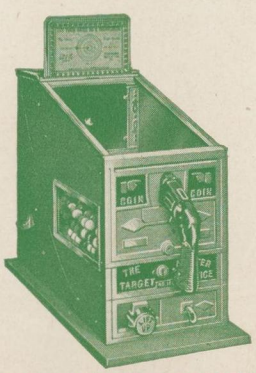
The firm is now rapidly covering the state with Daval's new CUB and ACE machines as a follow-up to the great job they did on American Eagle and Marvel.

Officials of the firm explain, "These two new Daval games are sure to bring operators throughout the southwest the best profits that they have ever enjoyed. Both CUB and ACE have all the features that the operators here want in their machines. In addition they are the finest money getters the operators can use at this time.

"The games are beautifully designed. They contain the finest and most simple mechanism we have ever seen and their play appeal is tremendous.

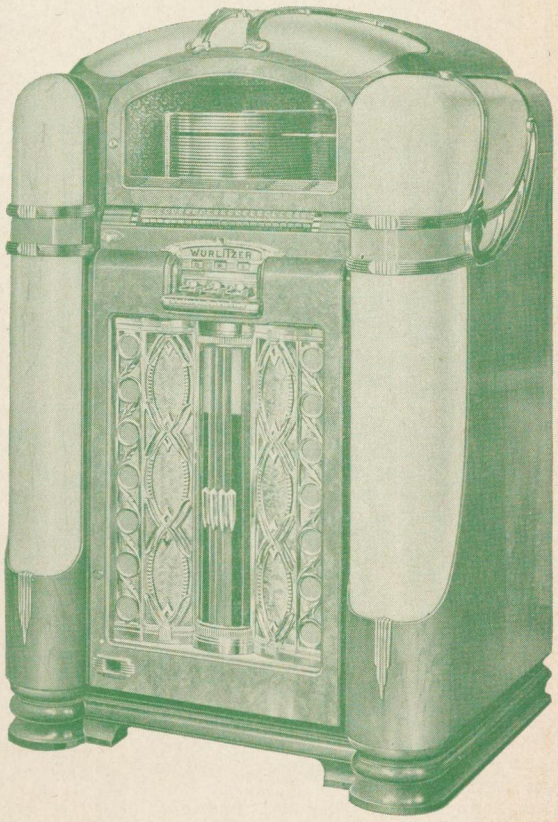
"Though we are pulling hard for ACE we can see where CUB is going to be mighty important. Ace with its 5 card poker action and also its joker wild play has many fascinating features. CUB with its cigarette, numbers or fruit reels is also just as fascinating.

"MASTER"
You'll Make Money, Too,
IF YOU OPERATE THE



TARGET PRACTICE
WRITE FOR DETAILS
The Norris Mfg Co.
COLUMBUS, OHIO

He Gives GOOD SERVICE, TOO!



For quick service you can't beat Santa Claus. The old boy covers a lot of ground in one short night.

Our service isn't far behind.

Four centrally located offices cover the great Southwest. Each is manned by a staff who know the automatic music business from A to Z—who appreciate the value of speed in rendering good music service.

Whether it's parts—records—repair service or experienced advice you're seeking—try us.

You'll get a sample of the service on which we've built the greatest automatic music distributor business the Southwest has ever known.

COMMERCIAL MUSIC COMPANY

EXCLUSIVE DISTRIBUTOR OF WURLITZER AUTOMATIC PHONOGRAPHS

DALLAS HOUSTON SAN ANTONIO OKLAHOMA CITY

More Fun in '41 Spectacular Banquet Entertainment Ready for January Show

By R. W. HOOD

R. W. "DICK" HOOD, head of H. C. Evans & Company, is vice-president of Coin Machine Industries, Inc., and chairman of the entertainment committee. His experience in the show business insures top-notch entertainment for the Annual Banquet on the final night of the 1941 COIN MACHINE SHOW, Sherman Hotel, Chicago, Jan. 13-16, 1941.

"Bigger and better than ever before" is the slogan of the 1941 COIN MACHINE SHOW, Sherman Hotel, Chicago, Jan. 13-16, 1941. And all signs point to a 100 percent fulfillment of this slogan. Sales of display space to date have already topped the sales record for this time last year. Advance registrations are pouring in daily, indicating attendance far in excess of the 1940 total, which broke all earlier records. The new products which exhibitors are getting ready to spring in January will, from all reports, insure a year of unprecedented prosperity. And, last but not least, the Banquet Show is guaranteed to be "bigger and better than ever."

By "bigger" I do not mean a greater number of acts. In fact, the general feeling has been that more time should be allowed for dancing after the entertainment, and this we plan to do in January. However, the acts which have been selected will provide such a high concentration of laughs and thrills that every man and woman at the banquet will agree that, great as Banquet Shows have been in the past, the 1941 Show is, indeed, "bigger and better than ever before."

Comedy, Thrills, Feminine Beauty

Harold Baker, Meyer Gensburg and the writer, who comprise the Entertainment Committee, have combed the field of stage and night-club entertainment, checking innumerable acts, rejecting all but the very tops. We are sure that the series of acts finally selected provides just the right proportion of comedy, thrills, music and feminine beauty. We are sure that every man and woman who comes to the banquet will have more fun in '41 than they ever had before!

Sky Fighter Big Sensation Everywhere

SKY FLIGHTER, that sensational electrical ray gun made by Bill Rabkin and his International Mutoscope Reel Company, is making a big hit everywhere and also making big money for operators. Recently Ed Sullivan who does the column "Little Old New York" which appears in the New York Daily News, tells about playing the machine. Sullivan had this to say on Nov. 26:

It Shouldn't Happen to a Dog

The slim brunette and I had gone to gander Legs Dietrich and John Wayne in "Seven Sinners," and on our way home, on foot, we heard bells ringing on Broadway, between 45th and 46th Sts. . . . The noise stemmed from a shooting gallery, and in the foreground of this place stood a young U. S. sailor, who was operating a miniature machine gun to knock down airplanes. . . . At other machines, other citizens were pressing their eyes to apertures and banging away at airplanes, their success being recorded on an electric scoreboard. . . . The young sailor twice rang up scores of 270, and as he stepped back from the machine, that old feeling came over me. . . . It was only a nickel for 300 shots.

* * *

Looking through the glass aperture, I saw airplanes leaping across a field of blue. . . . This was too easy. . . . Focusing the "sights" of the machine gun, I let fly. . . . Bells started ringing and there were expressions of amazement. . . . "Remarkable," said a voice behind me. . . . "Incredible," said another. . . . I spotted a plane flying low and let go with a burst of shrapnel. . . . "I've never seen anything like that before in all my life," gasped a femme to the rear of my gunnery position. . . . The bells were tolling in the best Hemingway tradition. . . . "Look at that," screamed a man, excitedly. . . . Modestly I kept my eye glued to the aperture and blazed away. . . . I'd never suspected that there was a bit of Rickenbacker and Richthofen in me. . . . Then I ran out of ammunition.

* * *

Turning from the gun-sight, I caught the audience looking at me in amazement. . . . The young sailor was positively goggle-eyed. . . . The owner of the place coughed nervously, and looked at the scoreboard. . . . Believe it or not, in 300 shots I had failed to hit a single plane. . . . "But the bells," I said, pleadingly to the owner. . . . "Those were bells on the other machines," he said. "Then," quoth I, wrathily, "this machine is crooked." . . . The slim brunette interrupted: "Come home, Junior, it's past your bed time." . . . It was evident that she was scornful. . . . With great dignity, I put in another nickel without even answering her. . . . This time I scored 35 points. . . . "Lady, is your husband cross-eyed?" the young sailor asked interestedly.

CORRECTION!

In his recent article in the Automatic World, Dave Gottlieb, president of Coin Machine Industries, Inc., described the 1941 COIN MACHINE SHOW as a "Double-Deck" Show. Now Herb Jones, advertising manager of Bally Mfg. Company and chairman of the Show publicity committee, suggests that we ought to call it a "22-Deck" Show. "After all," Jones said, "practically every floor of the Sherman Hotel will be devoted to displays of new products and arrangements for the entertainment and comfort of operators, jobbers and distributors attending the Show. From cellar to roof, Show visitors will find plenty to prove that the 1941 Show is, indeed, bigger and better than ever before!"

Reading that no member of the Senior Class of an Eastern University believes in hell makes us wonder just what the students of today are raising.

When a woman "stoops to conquer" it usually means she's reducing.

OPERATORS
INSIST ON AN AUTOMATIC PHONO NEEDLE WITH SYMPHONIC TONE
Sample 35c

2000 PLAYS
THE ELDEEN CO.
176 West Wisconsin
Milwaukee Wis.

ADVANCE VENDING MACHINES
SEND FOR CATALOGUE NO. 39
MORE THAN 100 MODELS
ADVANCE MACHINE COMPANY
4647 RAVENSWOOD AVENUE
CHICAGO, ILL.

HERE'S *Bally's* NEW MACHINE-GUN SENSATION!

DEFENDER

NEW "TELESCOPE" SIGHT!

Creates thrilling illusion of distance! Plane appears to be soaring far overhead . . . yet entire machine actually requires less floor space than a pin-game!

REALISTIC TARGET!

Not a "movie"—but a miniature model pursuit plane in action. Angle at which plane zooms into view constantly changes . . . insuring powerful suspense and "try-again" repeat play skill appeal!

PROVED! IMPROVED!

All the proved and potent play-appeal of Bally's record-smashing Rapid-Fire . . . plus new profit-boosting features and mechanical refinements galore! Gun is popular sub-machine gun type . . . favorite of players from coast to coast . . . quickly adjustable to comfortable shoulder level . . . swivels 4-ways to insure accuracy of aim . . . **actually shoots** light rays . . .100 shots for 5 cents.

COMPACT UNIT CABINET

Actually requires less floor space than a pin-game. One-piece cabinet, only 50 in. long by 32 in. wide, 5 ft. 10 in. high, eliminates connection cord . . . welcome in busy crowded spots.

You know the record-smashing profit-power of Rapid-Fire. Now increase your machine-gun earnings . . . and grab the busy, crowded, big-money locations with DEFENDER, the Rapid-Fire gun for 1941! See your nearest distributor or write or wire direct to factory today.

JANUARY 1941
COIN MACHINE SHOW
SHERMAN HOTEL, CHICAGO
13 14 15 16
SEE OUR DISPLAY

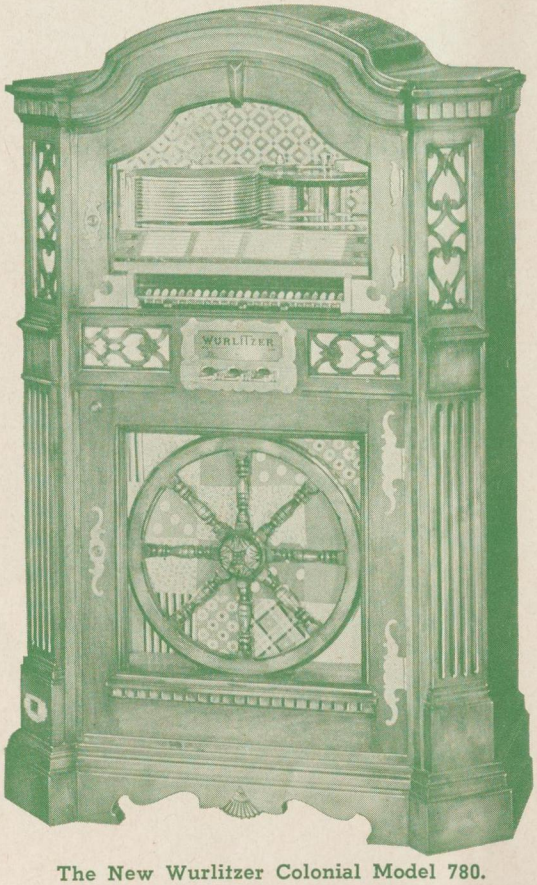
BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO • ILLINOIS

Early American Motif Is Feature of Instrument Designed for Specific Location Requirements

● The Rudolph Wurlitzer Company has announced a new model phonograph for 1941 to be known as the Colonial Model 780.

Designed for high class locations such as hotels, night clubs, private clubs and the better type restaurants and cocktail lounges, the Colonial Model is a distinct departure from current phonograph style trends.

Devoid of the large plastic panels and brilliant illumination that have dominated design for the past two years, the Wurlitzer Colonial is more conservative—in keeping with the furnishings and surroundings of the exclusive type of locations where it is expected to meet a welcome reception.



The New Wurlitzer Colonial Model 780.

The cabinet features a Governor Winthrop top, pewter-finished hardware, spinning-wheel grille with colorful patchwork background, simulated butterfly peg construction and is distinctly Early American throughout.

Designed by Wurlitzer's famed Paul Fuller, the model entails considerable custom construction and will be produced on a limited basis, it is said.

According to M. G. Hammergren, Wurlitzer General Sales Manager, "We believe that a considerable market exists for automatic phonographs in the upper crust location field. The Wurlitzer Colonial is designed to open this market to Wurlitzer Music Merchants. Many hotels, private clubs and first class restaurants and cocktail lounge owners have felt that the commercial appearance of standard model phonographs was not in harmony with the furnishings and surraundings of their rooms.

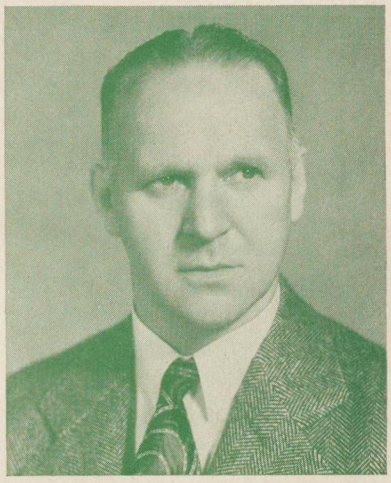
"The Wurlitzer Colonial Model overcomes this objection by enabling them to make Wurlitzer Music available to their patrons on a phonograph of which they can be justly proud.

"Many of these locations have been attempting to give their patrons music service by means over which they have no control and are forced to accept whatever comes over the wire. The advantages of a Wurlitzer instrument with its 24 records offering personal selection of tunes at any time are obvious.

"We confidently expect that the demand for this Early American model will exceed the supply as its production is definitely limited by its custom built construction."

Other features on the Colonial Model 780 include record changer; moto-drive coin switch; electrical record selector (optional at slight extra cost); wide range adjustable tone; hi-speed service set-up and adaptability to play by remote control.

The model is now on display at Wurlitzer Distributors throughout the country and has already met with enthusiastic comment on the part of Music Merchants.



Paul Fuller, noted designer of Wurlitzer Colonial Model 780

JANUARY SHOW TO START BOOM YEAR

"The 1941 COIN MACHINE SHOW," says Dave Gottlieb, president of Coin Machine Industries, Inc., "will raise the curtain on one of the most prosperous years the industry has ever known. Experts agree that 1941 will be a year of tremendous industrial activity, with defense industries stimulating all other industries. Since the greater part of defense expenditures will ultimately be spread out in the form of wages, there is sure to be accelerated activity in the retail fields in which coin machines are operated. In other words, the coin machine industry cannot fail to get a generous share of the 1941 prosperity.

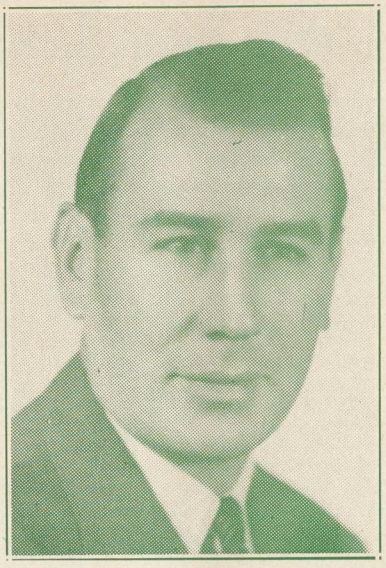
"The 1941 Show will be 'New Year' for the industry. Be sure to be there to celebrate—Sherman Hotel, Chicago, Jan. 13, 14, 15, 16, 1941."

Judge: "Prisoner, the jury finds you guilty."

Prisoner: "That's all right, Judge. I know you're too intelligent to be influenced by what they say."

MAKE MORE MONEY
WITH
BUCKLEY MUSIC SYSTEMS

No better installations are to be had than Buckley. Let us tell you more about it. Phone, wire, write or come see us.



COLLIS IRBY, Manager

Attention, Music Operators!
We are distributors for the
Pfanstiehl Phonograph Needles
This needle is proving a big success. Give it a try and be convinced. Send 40¢ for sample needle.

FREE
WALL BOX
DEAL

PHONE! WRITE!
WIRE!
WALBOX
SALES CO.

P. S. (This applies only to customers in our territory.)

WALBOX SALES COMPANY
1713 Young St. Phone 7-8481 COLLIS IRBY, Manager DALLAS, TEXAS

"It is TOPS," says Jean (Buckley Music System) Martin, speaking of the famous Buckley Music System. The Walbox Sales Co., Dallas, are Texas Distributors for the money-making equipment.

ARMY TESTING BALLY GUN

Discussing the coin-machine industry's part in the national defense program, Ray Moloney, president of Bally Mfg. Co., revealed that the Bally Rapid-Fire ray-gun has already been requisitioned by the U. S. Army for training purposes. "The machine ordered by the Army," Moloney stated, "is a standard Rapid-Fire machine, except that a tank—instead of a submarine—is used for a target and no coin-chute is used. The machine is now undergoing tests by officers of the Armed Force School at one of the largest military establishments in the country. Presumably the machine will be used for preliminary training, and the fact that Rapid-Fire was selected for this purpose certainly indicates that the machine is regarded as truly a game of markmanship.

"At the present time, few details can be published regarding the use of Rapid-Fire for military training. The fact remains that the gun has actually been purchased for test by the U. S. Army and is being considered by another government. In other words, the mechanical and electrical ingenuity of the coin-machine industry is now serving the serious needs of the nation. The industry that has long given the American people enjoyment and relaxation is now helping to give them security."

SHOW BOX, INC., NEW COIN PICTURE COMPANY, FORMED

A new automatic slot movie company, Show Box, Inc., has been formed by Mitchell Hamilburg, advertising and artists' representative in Hollywood; Irving Starr, an independent producer, and Murray Briskin, a theater operator. Bell & Howell are manufacturing the projection sound equipment.

SHOW ISSUE

AUTOMATIC WORLD
Show issue will be mailed January 10th. Rush your ad copy NOW!

Coming C. M. I. Show an Important Event for the Coin Machine Industry

By JOHN CHREST, Sales Manager
Exhibit Supply Co., Manufacturers
Amusement Machines and
Arcade Equipment

● January 13, 14, 15, and 16, are the dates for the C.M.I. Show. All indications are that this will be, without doubt, the biggest and most successful show ever held in the history of the industry. Not only is this assertion based upon the number of exhibitors, whose lines will be shown, but also by the tremendous amount of space that has been contracted for.

Operators, jobbers and distributors attending this year's show will really have something to rave about after they have returned home. If ever there was a year when it will be possible to view the great improvement and progress that the industry has made, it will be at this year's show. This applies to all equipment which can be classified as amusement devices or machines, including pin tables, phonographs, arcade equipment, vending machines, etc.

In the pin table field, so many new innovations and improvements have been made that this field stands out as showing the greatest progress. One need only look back and try to recall the first crude creations, consisting of an ordinary wood box or cabinet, as they were called, and a playing field or board, with holes bored out at various spaces and compare this with the games that are being produced today.

It is possible that the majority of operators, jobbers and distributors, who have become so accustomed to seeing the present up-to-date modern type of pin tables, might exclaim that they can't be shown anything new or different, but they are going to be surprised if they attend this year's show.

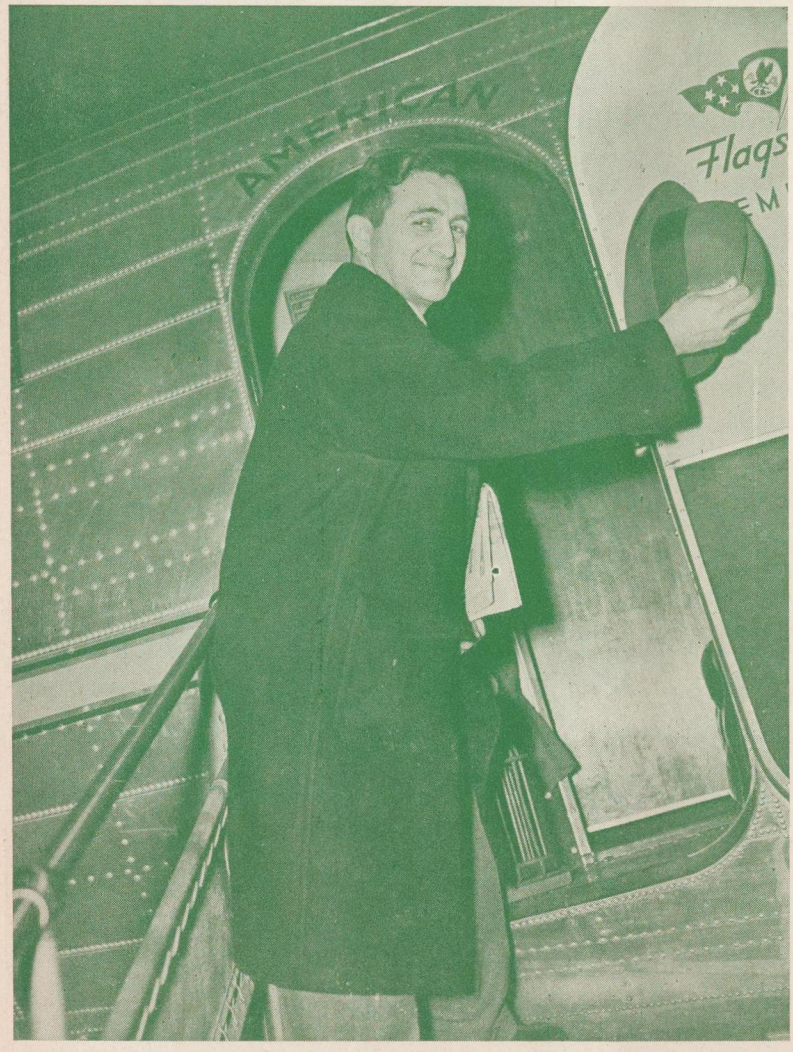
In the music field is offered great surprises, too. Here will be shown many beautiful creations with highly perfected lighting systems, together with new and improved sound equipment, not to mention sound on film, with actual reproductions of leading orchestras and musical comedy shows, which can be seen at the same time. These machines have really been perfected to the nth degree and will give those attending the show the greatest thrill they have ever experienced.

Since there are a large number of operators who have discovered that there are lucrative profits in the operating of attractive Penny Arcades, together with their other enterprises, they will be shown many new and interesting types of this equipment.

Vending machine manufacturers, too, will show many new and novel, as well as attractive and improved models. Many of these will really startle one to see what and how they can vend, and how satisfactorily and simply it is done.

Operators and distributors can feel assured that they will be amply repaid by attending this year's show —this whether they are operating strictly legal equipment, or other types of amusement machines, as many new types of gun games and other such equipment will be shown.

All operators, jobbers and distributors cannot be urged too earnestly and too strongly to make sacrifices, if necessary, to attend this year's show. The knowledge they will gain, together with the many new friendships they will make, will more than pay them back all the money expended to make the trip.



High-flying Bill Rabkin, president of International Mutoscope Reel Co., Inc., of Long Island City, steps into a plane on another order-bound trip for the sensational SKY FIGHTER and other famous Mutoscope products. Within the past fortnight Rabkin has flown from New York to the Western Coin Machine Show in California and back, then to Chicago, and now to further points. "SKY FIGHTER'S sure keeping me on the go," says Bill, "and from the way they're shooting in orders, it looks like sales are just beginning!"

WEDDING BELLS RING FOR HAROLD L. BAKER

Chicago, Ill.—Thanksgiving Day, Nov. 21, was an occasion for double rejoicing for Harold L. Baker, president of Baker Novelty Co., and Marilynn V. Mayers, who were married on that day in Valparaiso, Ind.

The Automatic World joins with friends throughout coin machinedom to wish Mr. and Mrs. Baker a happy married life.

A bit of unexpected helpfulness from a daughter or a son never yet has given a weary mother heart failure, or, for that matter, has never disabled a father for his daily toil.

Only the brave deserve the fair, but only the rich can support them.

SOUTHWEST DISTRIBUTORS

for Rock-Ola Luxury Lightup PHONOGRAPHS

THESE WELL KNOWN SOUTHWEST DISTRIBUTORS LISTED BELOW CAN GIVE YOU SUPER SERVICE AND PROMPT DELIVERIES ON ROCK-OLA LUXURY LIGHTUP PHONOGRAPHS. WRITE, PHONE, WIRE OR GO TO SEE THEM

FISHER BROWN

2206 South Harwood Street — DALLAS, TEXAS

Telephone 4-6131

UNITED AMUSEMENT CO.

310 South Alamo Street — SAN ANTONIO, TEXAS

Telephone Cathedral 14311

STELLE & HORTON

1513 Louisiana Street — HOUSTON, TEXAS

Telephone Fairfax 4096

LOUISIANA AMUSEMENT CO.

822 Carondelet Street — NEW ORLEANS, LOUISIANA

Telephone Raymond 1770

GEO. PROCK & COMPANY

2812 Main Street — DALLAS, TEXAS

Phone 7-6898

NEW IDEAS GALORE AT JANUARY SHOW

RICHARD GROETCHEN, head of Groetchen Tool & Manufacturing Company, is chairman of the 1941 Show Committee. He is also a director of Coin Machine Industries, Inc., Manufacturers' association which is sponsoring the 1941 COIN MACHINE SHOW, Sherman Hotel, Chicago, Jan. 13-16, 1941.

By RICHARD GROETCHEN
Groetchen Tool & Manufacturing Co.

Without question the 1941 COIN MACHINE SHOW at the Sherman Hotel, Chicago, Jan. 13-16, 1941, will present the greatest galaxy of really new ideas ever gathered together under one roof. To operators and distributors who recall the wonders of previous Shows it may seem hardly possible that the 1941 Show can surpass other years in wealth of startlingly new money-making ideas. But to one who has had a glimpse of what the January Show will offer it seems equally impossible that any future Show will ever surpass this one.

As chairman of the show committee in charge of display arrangements, it has been my privilege to discuss with many exhibitors the new 1941 products to be revealed at the Show. Naturally I cannot disclose the nature of the new products. But I can say that every manufacturer I have contacted to date is coming up with at least one new and different idea.

The very fact that so much display space has already been contracted for is an indication of the magnitude of the '41 Show. Not only the Main Exposition Hall, the Mezzanine and the Grand Ball Room will be packed with displays, but also it has been necessary to open a new Annex Hall directly below the Main Hall. From every angle the 1941 Show will certainly be "bigger and better than ever before." And, most important, the Show will raise the curtain on machines which will insure that the operating year of 1941 will also be "bigger and better than ever before."

PACKARD HOLDS 2-DAY DISTRIBUTORS' MEET

Indianapolis, Ind.—Distributors of Packard Manufacturing Corporation's automatic music system closed an enthusiastic two-day convention today. Those in attendance represented every section of the United States and were assured by Homer E. Capehart, president of the corporation, that the music industry of which they are a part is entering an era of enlarged usefulness and prosperity.

The new models of the Pla-Mor remote control selectors were unveiled at the convention and received the enthusiastic approval of the distributors. The Pla-Mor was declared to be the smallest remote control box yet produced and the simplicity of construction promises a minimum of service requirement. It was described as a jewel in appearance fit to grace the most exclusive jewelry store.

At the first day's session, held at the Claypool Hotel, Homer Capehart outlined the fundamental policies of his company. He declared that only the highest grade merchandise would be produced, such as the distributor could sell to operators with confidence that their customers would be fully satisfied. Those in attendance responded with great enthusiasm to Mr. Capehart's declaration, "We are more concerned about the operators making money out of our music system than we are about merely selling the merchandise. Packard Manufacturing Corporation is solidly founded on a policy of service. The corporation and its distributors can succeed only in proportion to the success of the operators who use our system."

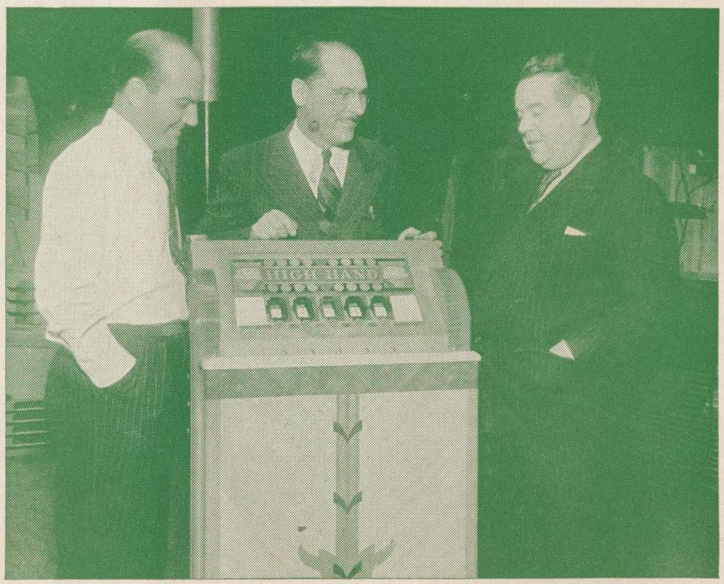
The second day was spent at the factory where the mechnical features of the Pla-Mor remote control selector were explained by the engineering staff. The selectors were seen in production and the distributors were invited to make suggestions on several new products that are being developed. At the banquet held the first evening in the Chateau Room of the Claypool Hotel, the various officers and department heads were presented, followed by an elaborate floor show.

BALLY ATTENTION GETTING BIG PLAY

"Attention is getting plenty of attention," says George Jenkins, general sales manager of Bally Mfg. Co. "Operators and distributors are paying attention to Attention, because they are finding thtat the game really gets attention on location—attention and plenty of cash-box recognition.

"The immediate success of Attention, Bally's newest convertible free-play or novelty game, is no surprise to us here at Bally. Because we packed into Attention all the greatest play-stimulating cash-getting ideas. First of all, high-score. Then the famous 'lights-out' or 'Spottem skill' idea, whereby the player starts scoring 1 free game per hit, after all bumpers have been hit at least once. Attention also has the ever-popular out-ball return feature, but this can be changed to score free games, instead of returning out-balls. Last but not least, there is the new 'Top-o-Dial' feature which rings up from 1 to 75 free games for the skillful player. Although not a reserve feature, the 'Top-o-Dial' idea packs all the punch of a reserve and insures plenty of repeat play.

"Reports from the first few hundred Attention games on location prove that Bally has come up with another landslide money-maker for operators.



"THREE OF A KIND"—and all pretty well satisfied with Bally's new High-Hand free-play poker console. From left to right, George Moloney and Bert Perkins of Bally Mfg. Company sales staff, Dan Hawley, Modern Automatic Exchange, Inc., Cleveland.

MORE PICTURES OF THE PACKARD PARTY

6. Walter Gummersheimer; Joe Peskin, Universal Automatic Music Co., Chicago, Illinois; Fred Mann; M. McGuire, Playmore Music Distributing Co., Chicago, Illinois.

7. H. E. Capehart leads the parade to a buffet luncheon at the plant during a meeting at the factory.

8. Mr. Feldman, Supreme Vending Co., Miami, Florida; Sam Goldberg, Novelty Amusement Co., Savannah, Ga.; Fred Rabe; Sam Feldman, Supreme Vending Co., Miami, Fla.

9. Ben Walenitz, Gem Amusement Co., Rochester, N. Y.; W. J. Clark, Keystone Novelty Co., Baltimore, Md.; Ed Klein, Atlas Distributing Co., Philadelphia, Pa.; H. E. Capehart; Geo. Ponser, Geo. Ponser Co. of N. Y., Inc.; Geo. Thayer of Geo. Thayer Co., Binghamton, N. Y.; Rudy Greenbaum.

10. A few of the Packard Distributors and guests take time off for a luncheon at the plant.

DAVAL SAYS IT WITH GOLD AWARD MODEL AMERICAN EAGLE

CHICAGO—Al S. Douglis of The Daval Company, this city, is saying it with the GOLD AWARD Model AMERICAN EAGLE in answer to letters he is receiving from operators, jobbers and distributors all over the country asking for his suggestion on the continued big sales of this outstanding counter game sensation.

According to Al, "We gave many of the coinmen an advance tip on cashing in quick when we advised them about AMERICA EAGLE. Now we are advising them to cash in even quicker and bigger than they ever did by getting the GOLD AWARD Model AMERICAN EAGLE which has caught on everywhere in the country and which is bringing in some of the biggest profits ever heard of.

"The GOLD AWARD payout is completely adjustable and completely controlled by the operator. That's what makes this model of AMERICAN EAGLE such an outstandingly good bet. The operator can set his own value on the GOLD AWARD token. Some of the operators are setting a $5.00 value on the GOLD AWARD AMERICAN EAGLE 1¢ play machine. On the 5¢ model they set the value of the GOLD AWARD token as high as $25.00.

"When word of such values gets around the neighborhood—you just can't keep the players away from the machines. These are the most terrific odds that have ever been offered on any counter game. And they're only possible because of the fact that the operator is in complete control of the payout of the GOLD AWARD token.

"We have letters here from operators who have already taken our advice and are operating GOLD AWARD Mystery Payout Model AMERICAN EAGLES telling us of profits that are truly phenonenal. In every case, the GOLD AWARD token clicks with the location. And how they play to get it. That's what makes this model of our great AMERICAN EAGLE the one and only and absolutely best bet for this new season."

MODERN READY FOR BIG MOVE

New York, N. Y.—The tremendous job of planning, preparing and executing a change in location from 656 Broadway to their new headquarters at Tenth avenue and 45th street, New York, has just about been completed, report Modern Vending Co. executives.

"Recognizing the fact that our new location will bring us to the very heart and center of the automatic music industry in the east, we have strained every effort and spared absolutely no expense in setting up the new Modern Vending Co. offices, showrooms, and service departments as models for the entire industry to follow," say Modern officials.

"We will move into our new quarters on Jan. 10, starting off the new year with the biggest bang in our long career. We predict that the year 1941 will mark a new era in profits for the automatic music operator who follows Seeburg's established leadership in pioneering and perfectly the greatest developments, innovations and money-makers in the music field. The latter half of 1940 has seen the beginning of the Seeburg Telephone Music revolution. We call it a revolution because this type of operation has gone over the top in such an unprecedented leap that we can hardly handle the flood of orders, inquiries, calls, wires and mail that make our offices look like the postoffice department on Christmas Eve. Seeburg Telephone Music has tripled and quadrupled music profits for operators. This is a verified fact—a fact that is causing hundreds of progressive operators to jump on the speeding Seeburg bandwagon.

"Our new slogan in our finer, larger, more complete headquarters will be 'Everything for Every Operator'—and we're going to say thanks for the marvelous confidence and patronage that has made our progress possible, by giving the highest level of service, help and cooperation ever seen in the music business.

BRILLIANT
Performances

VIEW-A-SCOPE

Is a new big profit-maker. Locations unlimited. No competition. Shows over 450 Fun and Feature Films in the Third Dimension.

Made by the Maker of the Famous King of Vendors "SILVER KING"

See Your Jobber, or Write

AUTOMATIC GAMES

2422 Fullerton Ave. Chicago, Ill.

NOW'S THE TIME TO BUY

AMERICAN EAGLE

GOLD AWARD

MYSTERY PAYOUT GOLD AWARD MODEL

GOLD AWARD MYSTERY PAYOUT COMPLETELY ADJUSTABLE AND CONTROLLED BY OPERATOR

1c PLAY CAN AWARD AS HIGH AS $5.00 ON GOLD AWARD TOKEN!

5c PLAY CAN AWARD AS HIGH AS $25 ON GOLD AWARD TOKEN

★ Sample $32.50

★ Ball Gum Model $2.00 Extra

★ 10 for $275

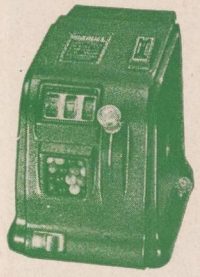
★ Gold Award Model $1.50 Extra

These terrific odds get BIG, STEADY PLAY ON EVERY LOCATION! That's WHY more and more operators are now buying Mystery Payout Gold Award Model American Eagle! Control your Own Awards! Cash in quick by Rushing Your Order to Your Nearest Daval Distributor Today!!!

See Daval's Display at Booths 52 and 53

★ ELECTRO BALL COMPANY

1200 Camp St. DALLAS, TEXAS
1706 Fannin St. HOUSTON, TEXAS
608 Union St. MEMPHIS, TENN.



MARVEL

World's Greatest Cigarette Reel Token Payout Counter Game

10 DAYS FREE TRIAL
10 FOR ONLY $275

ELECTRO BALL CO., Inc.

1200 CAMP ST., DALLAS, TEXAS
1706 FANNIN ST., HOUSTON, TEXAS
608 UNION ST., MEMPHIS, TENN.

Homer E. Capehart says:

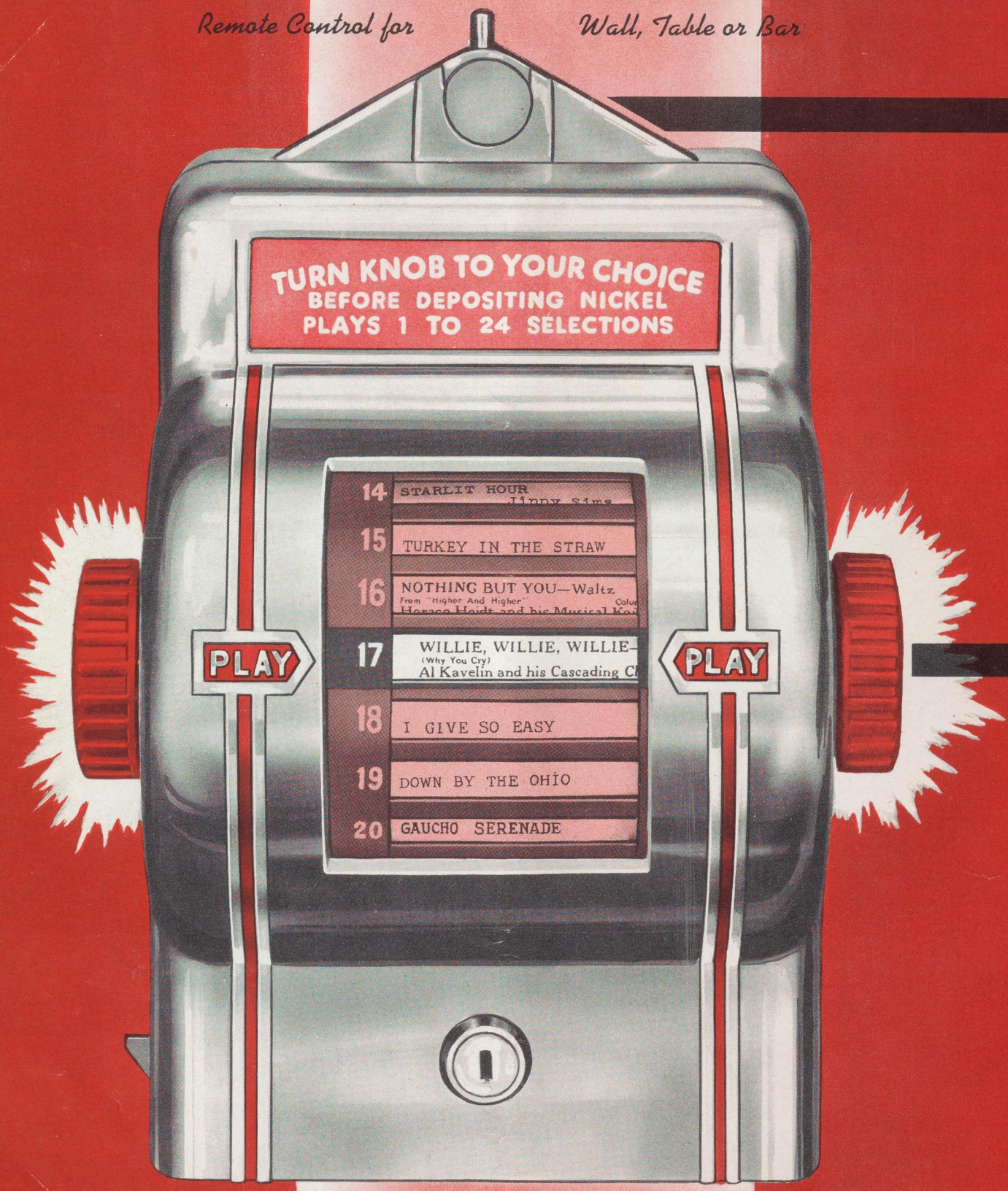
"I am announcing a startling new type of selective remote control system. The sensational feature of the system is our new 'Pla-Mor' selector which will actually earn 33⅓% more net profit for the operator.

•

"Read the following pages for full and complete information."

PLA-MOR SELECTOR

Remote Control for Wall, Table or Bar



SMALLEST SIZE

9¼" high, 6½" wide, 6" deep.
Approximate shipping weight 10 pounds.

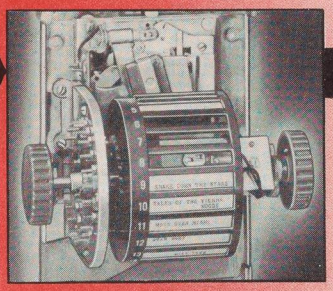
FINEST FINISH

Expensive chrome with flashing red trim.
Beautifully illuminated.

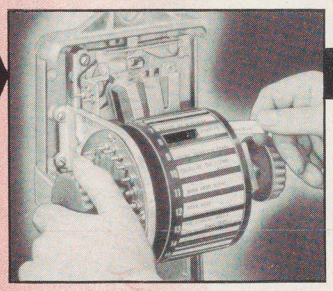
STARTLING *because it's different . . .* **PRACTICAL** *because it's universal in application for wall, table or bar . . . the Pla-Mor gives you exclusive features found in no other selective remote control system.*

CHEAT-PROOF SELECTOR returns coin if selection desired is not in proper position or if selector is moved while coin is dropping. Hitting box won't play music.

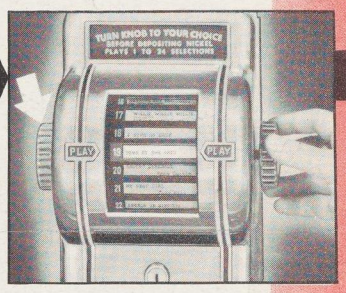
NO COIN CHUTE CORROSION. Box construction prevents deposits of vinegar, beer, salt or other foreign substances reaching rejector or coin mechanism.



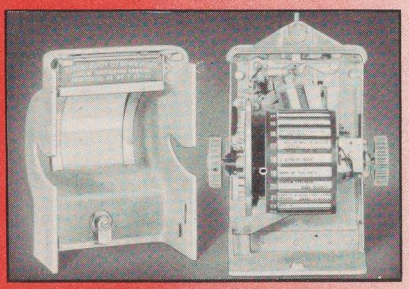
ROTOR DRUM SELECTOR. Titles of selections and numbers of the complete program are all on the drum.



TITLE SLIPS CHANGED EASY AND FAST. Simply insert in holder opposite right numbers. Drum is not removed.

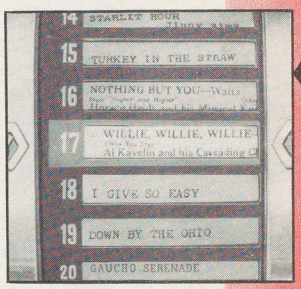


SELECT FROM EITHER SIDE by easy turning knobs that rotate drum to any selection desired.



HOUSING OR FRONT COVERS ARE INTERCHANGEABLE. Not necessary to match cover on selector. Can be interchanged without altering. Large money box holds more than $20.00.

PROPER PROGRAM LIGHTING. Title slips lighted from behind. Title of program selected shows in white, others in red. Reduces fading, makes type more readable.


14 STARLIT HOUR
15 TURKEY IN THE STRAW
16 NOTHING BUT YOU—Waltz
17 WILLIE, WILLIE, WILLIE
18 I GIVE SO EASY
19 DOWN BY THE OHIO
20 GAUCHO SERENADE

PLAYERS SELECT FROM TITLE instead of numbers. Get program wanted all in one operation. Numbers appear in front of title slips.

PLAY-APPEAL *that's irresistible!*

● The Pla-Mor draws hands like a magnet—customers want to turn the flashing red knobs and its ease of selection urges play.

Everything about the Pla-Mor stimulates interest. Beautiful design, indirect lighting, sparkling chrome attracts attention—and the inherent desire to want to turn the knobs is a drawing power—irresistible in its tendency to invite nickles from customers' pockets. The Pla-Mor is a nickle producer that increases net profits in grand style.

OTHER FEATURES OF THE NEW *PLA-MOR* SELECTOR

When installed it is as permanent as the wiring in your home—no troubles—no service calls, no replacements—no chance for locations to bleed you to death with claims of refunds.

Self Wiping Contact Switch of heavy bronze is built for long-time operation. Prevents corrosion and necessity of service.

Accommodates 12, 16, 20, and 24 records and twin combinations.

HOMER E. CAPEHART'S RECOMMENDATION

for Automatic Music Operators is This:

1. More Net Profit, at least 33 1/3%, on equipment the music operator owns even including models outdated but still perfectly satisfactory for operation.

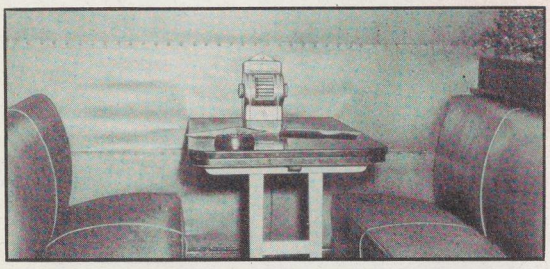
2. Dressing up of music operators' locations with new-type selective remote control system and attractive speaker cabinets both on the walls and on the floor.

3. Producing equipment for music operators that is planned and designed to eliminate obsolescence of models.

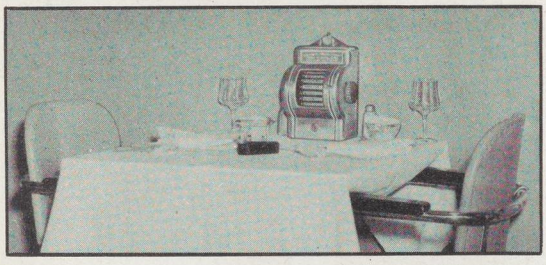
4. Introduction of music units and accessories which modernize music operators' line of equipment without obsolescence.

The results to be gained through adoption of Homer E. Capehart's recommendation are: Music operators will be able to provide locations with the newest in automatic music. They will own selective remote control systems that are universal in application and flexible to the degree that they can be changed to different locations without loss in equipment. And they will possess equipment and accessories that will earn more for a longer period of time.

Packard Distributors throughout the country are now displaying and delivering Pla-Mor selective remote control systems. Be the first operator to capitalize on the profit opportunity they offer.



PLA-MOR REMOTE CONTROL SYSTEMS put new life blood in locations. Their beautiful appearance and gorgeous illumination attract attention . . . and their magnetic play-appeal simply fascinates. Customers can't resist playing them. And the Pla-Mor is most practical because it's universal for wall, table, or bar installation.



Homer E. Capehart's

PACKARD

SELECTIVE REMOTE CONTROL SYSTEM

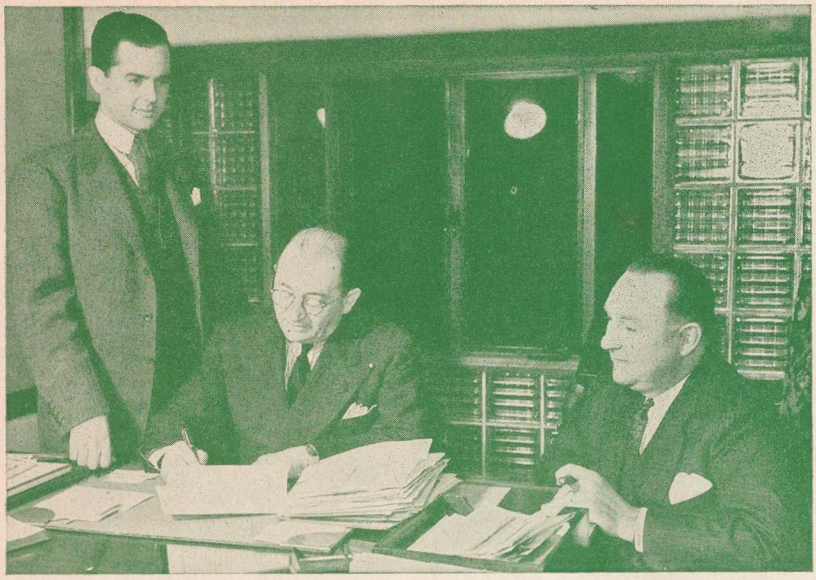
The Packard Line is complete . . . including Pla-Mor selective remote controls for wall, table, or bar . . . beautiful auxiliary wall or console speakers . . . handsomely finished steel cabinets for phonograph mechanisms . . . and a complete range of adaptors for all makes and models.

* * *

Write, wire or phone your Packard Distributor . . . or contact us direct.

PACKARD MANUFACTURING CORPORATION • INDIANAPOLIS, INDIANA

HOMER E. CAPEHART, *President*



WOLF SALES CO., INC., APPOINTED WURLITZER DENVER DISTRIBUTOR

Pictured above is Wolf Reiwitz of the Wolf Sales Company, Inc., signing the papers that make his firm Wurlitzer Distributor for Colorado, Wyoming, New Mexico, Utah and eastern Idaho. To the left is Al Roberts, who will manage Wolf Sales' Denver office, and sitting at the right is H. E. Wedewen, Wurlitzer District Manager.

BALLY ANNOUNCES BIG-TOP CONSOLE

"For big play and top collections," says George Jenkins, general sales manager, Bally Mfg. Company, "get Bally's new Big-Top Console. We call it Big-Top because it packs more action, thrills and suspense than a circus. And prolonged test operations prove that a really new idea results in a remarkable increase in collections.

"Big-Top is new in the styling of the console cabinet, new in the type of reels—comic animals in vivid cherry-red, orange and lemon-yellow colors. Yet in addition to the beautiful flash and colorful comedy, Big-Top features the basic appeal of a 3-reel bell. In other words, it's a modernized electric bell, housed in a rich cabinet that 'fits into the picture' in any location.

"Best of all, Big-Top also 'fits into the picture' in practically every territory—thanks to the three models in which this great 3-reel bell console is offered. First, fully automatic payout with mystery bell awards. Second, payout model with compulsory skill feature in the back-box. Third, free-play or re-play model. All three models have proved their earning power on locations; and, judging by the way operators are going for Big-Top, Bally will be in big production on Big-Top throughout the coming year.

"While swinging into volume production on Big-Top, the Bally console department is also set for increased output of our two poker bell consoles with hold-and-draw feature —Royal Draw payout and High-Hand free-play."

Checking the Spots By ... Tom Murray

We bet that the hardest working man, right at this time, in the coin machine industry is Jim Gilmore.

Did you ever try to handle one hundred men and all of them wanting the "tops" in everything? Jim Gilmore has handled two of the largest coin machine shows ever held in the United States and is now up to his second chin in his third show which promises to outstrip the past two. And still this super coin machine show producer finds plenty of time to keep smiling.

DID YOU KNOW that Chester Moore, Amarillo operator, is also fire chief for his city . . . that Pop Newell, operator of Wichita Falls, was at one time owner of the Wichita Falls baseball club . . . that Ernest Walker, Fort Worth, is an ex-carnival man . . . that Lou Young, lady operator of Duncan, Okla., is owner and manager of that famous Oklahoma resort, Medicine Park . . . that Fisher Brown raises flying pigeons . . . that Eddie Schatz, Jr., collects fine diamonds . . . that Harold Daily, Houston, was once a sports writer for a large daily newspaper . . . that Earl Reynolds was a radio salesman . . . that Keeney's Rainbow put more operators on their feet than any of the early marble games?

Things are certainly booming all over the Southwest. Several army camps and training camps for army flyers are stimulating business of every kind. As an example, take Mineral Wells, a town of 7000 population just a few weeks ago, today claims at least a population of more than 10,000 and still growing. Every vacant residence and business house in the city is rented. Hundreds of new ones are under construction. Lumber and all kinds of building material as well as skilled labor is at a premium. Taverns, cafes, small hotels, drug stores are spring up overnight. Operators are hustling pell mell in an effort to render the demanded service on coin-operated equipment midst this atmosphere of growth. The same is true of hundreds of other towns throughout the Southwest.

FRANKRICH BACK IN THE JOBBING BUSINESS

Fort Worth, Texas—Leslie Frankrich, manager of the Frankrich Distributing Co., Medical Arts Building, this city, has announced to the trade that his firm is back in the jobbing business and ready to serve operators all over the Southwest.

At the present time the Frankrich organization is sponsoring a Holiday Clearance Sale of high quality used machines.

HOLIDAY
Clearance Sale

Merchandise Listed Below Are Good, Clean Stuff and in A-1 Condition

24 Record Wurlitzer	$98.50
16 Record Wurlitzer	79.50
12 Record Wurlitzer	42.50
12 Record Seeburg Model A	37.50
Penny Packs	6.00
Cent-A-Smokes	6.00
Chicken Sams, Almost New	49.50
Gingers	12.50
2 Ten Strikes	49.50
1 Bally Alley	49.50
Seeburg Ray Light Duck Gun	32.50

Cigarette Machines

7 Col. Stewart-McGuire	39.50
8 Col. Rowe Imperial	49.50

Write, Wire, Phone or Come See. One-third Deposit, Balance C.O.D.

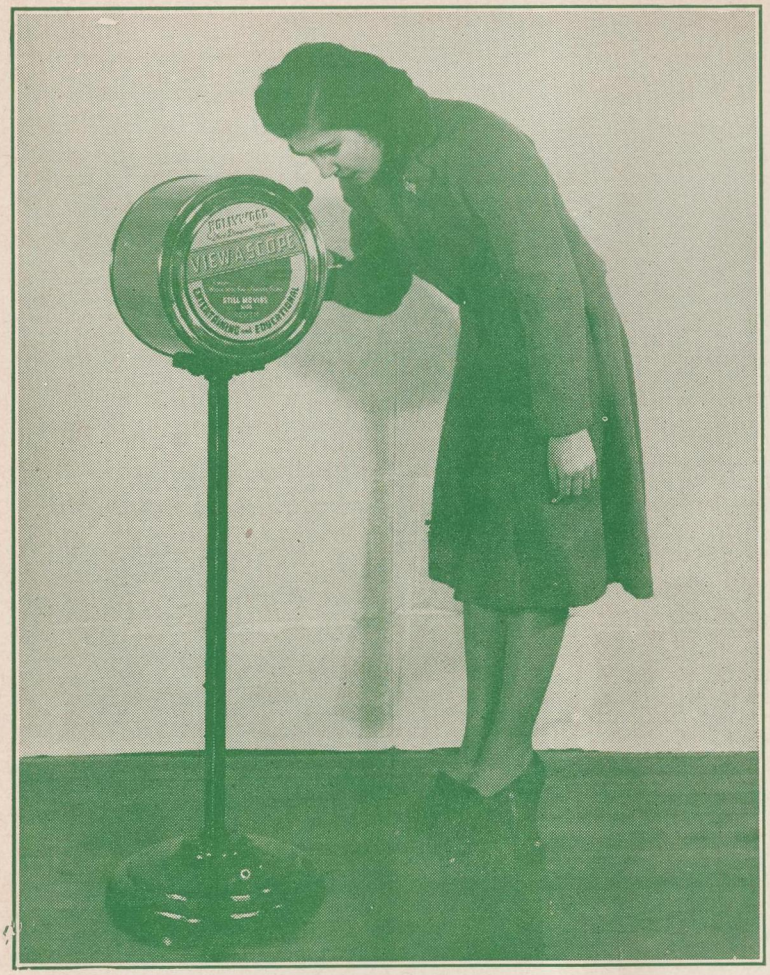
We will take slots and other machines as trade-ins. We trade, buy and sell. We are back in the jobbing business and anxious to again serve the operators of the Southwest.

FRANKRICH DIST. CO.

Phone 2-1293

812 Burnett St., Med. Arts Bldg.

FORT WORTH, TEXAS



The new VIEW-A-SCOPE by Automatic Games which shows a large variety of films in the third dimension

SEE PARIS, "SALLY RAND" OR THE PASSION PLAY FOR A PENNY

The newest coin machine to be introduced at the Coin Machine Show is Automatic's View-A-Scope. The View-A-Scope uses 35 m.m. film, and shows the latest Tru-Vue pictures in three dimensions.

Over 450 films are available including the finest scenic spots of the United States and foreign countries. Among this vast variety of films included are pictures of England, France, Canada, Mexico, India, Jamaica, South America, Cuba, Haiti, Finland, Siam, and many others. There are also films of the Worlds Fairs, Sports, Animals, National Parks, Children's Films, and many of the stage and screen such as: Back Stage at Earl Carroll's; Back Stage at the Florentine Gardens, Hollywood; Hollywood Premiere; Motion Picture Star's Homes; Movies in the Making; Sally Rand—Bubble Dance, Dude Ranch, Fan Dance.

Practically every man, woman and child wants to see these films again and again as they are all shown in the new third dimension —life-like—pictures. They're so real they almost come to life. No other coin machine in recent years has the legal protection or public appeal that the new View-A-Scope has. Designed in the latest streamline style motif, it is positively the last word in up-to-date equipment for the modern operator.

The new View-A-Scope will be supplied in 1¢ or 5¢ play and the films will sell for less than a dollar. The machine is well built and priced amazingly low. The new View-A-Scope will be on display at the show—Booth 225.

LONG SHOT

PROFITS!
with
VIEW-A-SCOPE

A new Money-Maker which shows Third Dimension Pictures. 450 Fun and Feature Films available. Locations unlimited. Operators get in on the ground floor. Act Now!

Made by the Maker of the Famous King of Vendors "SILVER KING"

See Your Jobber, or Write

AUTOMATIC GAMES
2422 Fullerton Ave. Chicago, Ill.

Ridgley: "You see a pretty girl; you stop; you look; you marry her and then you listen."

Finest bar in Dallas is that in the Hotel Adolphus. Music equipment includes Wurlitzer Model 800 and complete Remote Control System consisting of bar and wall boxes. Popularity with patrons is attested by Adolphus management who attribute Wurlitzer Automatic as important drawing card in bar.

HAMMERGREN HAPPY AS ORDERS PILE IN FOR WURLITZER COLONIAL MODEL

Shown here putting on his own demonstration of the Wurlitzer Colonial Model 780 for the benefit of District Manager Bill Bye, Wurlitzer General Sales Manager "Mike" Hammergren gleefully reports that the sales of this new style phonograph are 'way ahead of expectations.

Houston News Notes

While the Brazos, Trinity, Colorado rivers were at their recent flood stages many operators of South Texas towns on those streams made their routes in boats. Damage to equipment was heavy but only a few total losses were reported.

The monthly social meetings for Houston coinmen seem to get bigger and better each time. The one for December, given by C. O. Harrington, Harry Armer, F. S. Clancy on Dec. 4 in the Milam Building set a new high record for attendance.

G. T. Crosby, who operates a string of milk and chocolate milk vending machines in large industrial and utility plants of Houston was hard hit by the city-wide milk strike. Practically all drivers and inside workmen of the major creameries were reported out on the strike and milk was delivered only to schools and hospitals.

Indications now are that Houston will have the largest representation ever at the National Show in Chicago. Plans for parties to make the trip in automobiles are in the making; and many others will, as usual, go by rail.

Wilford Fritz, Wurlitzer factory service man, is now working out of the Houston office of Commercial Music Co. He formerly covered the New England states in the above mentioned capacity.

Janke Brothers, owners of the operating firm of Southern Piano and Organ Co., recently sold over 3000 worn-out records to a manufacturer for plastic experimental purposes. Al Janke said he had not heard whether or not the experiment was successful.

The new Colonial model Wurlitzer got an enthusiastic reception when it was shown Nov. 9 at the Houston branch of Commercial Music Co. Operators from most points in South Texas braved an all-day rain to attend the showing.

Mr. McConnell, local Decca branch manager, reported that November was their best month of the year and said that December would undoubtedly be their best month of all time.

A prominent radio distributor stated that a majority of the higher-priced sets now being sold were equipped with record players.

Mail Your Ad Copy Early for

AUTOMATIC WORLD'S

Big Show Issue

CAPT. HOOSEVELT STILL A SOUNDIES MAN

Captain Jimmy Roosevelt gave up his salaried position as president of Soundies Distributing Corporation last week. He resigned from the paying job because he is in the U. S. Marines. Gordon Mills, vice president of Soundies, is pinch-hitting in his place as head of Soundies. Jimmy, however, in no way cut himself adrift from the new robot reels.

"I am still a stockholder and director in Soundies," stated Jimmy today, "and my company, Globe Productions, Inc., of which I am president, is hard at work right now making five new reels, forty new Soundies, for the Mills Panoram Movie Machine. We'll make several hundred more before another year passes." It was further explained that the Soundies company, whose presidency Roosevelt resigned, is strictly a distributing and film rental organization.

Scientists have discovered a prehistoric skull with a dislocated jaw—which suggests that the club sandwich may not be a modern invention after all.

NEW-

Improved

No Break-In Period For Longer Record Life.

No Break Point.

Needle Must Never Be Turned.

Round Point For Truer Tone and Less Surface Noise.

4000 Play

PFANSTIEHL *Coin Machine* **NEEDLE**

PFANSTIEHL CHEMICAL COMPANY

Metal Division

A VERY MERRY CHRISTMAS

MERRY CHRISTMAS
AND
Happy New Year
from
BILL BOYD and his Cowboy Ramblers.
Still Cutting Those Money-making Records for Victor
Going Strong: "DOWN AT POLKA JOE'S" and "I WISH YOU KNEW THE WAY I FEEL TONIGHT."

To All My Operator Friends Everywhere
A MERRY CHRISTMAS
And Lots of Success and Happiness During 1941
EARL REYNOLDS DIST. CO.
4116 Live Oak
DALLAS, TEXAS

MERRY CHRISTMAS
AND
HAPPY NEW YEAR
TO OUR
OPERATOR FRIENDS
Southwestern Music Corp.
Dallas Houston

ADVANCE REGISTRATIONS FOR 1941 SHOW

Jim Gilmore's office is a bee hive of activity these pre-convention days. He has a group of girls acknowledging receipt of advance registrations and typing registration cards for the Show records and preparing badges for immediate delivery when they are called for at the registration desk in the lobby of Hotel Sherman. The registration desk will be opened at 10 o'clock Sunday morning, Jan. 12, and early arrivals are requested to register as soon as possible.

Elsewhere in this issue you will find a form for registering in advance for the 1941 Coin Machine Show. Jim Gilmore begs you, urges you, pleads with you to send it in NOW and save yourself and his registration desk crew the delay attendant upon putting it off until your arrival.

ADVANCE REGISTRATION FOR COIN MACHINE SHOW

at Hotel Sherman, Chicago—Jan. 13-16, 1941

(To be used only by qualified Operators, Distributors and Jobbers of Coin-Operated Machines)

Please write or print plainly and in full.

Name.....

Address.....

Classification:

Operator ..... Types of Machines
Distributor .....
Jobber .....

Amustment..... Music.....
Merchandise..... Scales.....
Other Types .....

I buy from (name two).....

.....

Please enclose letterhead or business card as identification.

Date..... Signed by.....

You may use this to register others of your firm if you like. List names below:

.....

.....

Mail to James A. Gilmore, Coin Machine Industries, Inc., Hotel Sherman, Chicago, Ill.

TEXAS DELEGATION TO BE LARGE

The Texas and Southwest delegation which will travel to the January Coin Machine Show over the Katy-Frisco Lines, is growing daily. Already a large block of reservations have been made and all indications point to an unusually large crowd of operators and distributors unloading in Chi on January 12.

Lots of fun is in store for all who book reservation on the special Katy-Frisco sleepers. No change to make. Special cars will go through to Chicago.

SOUTHERN AUTOMATIC SHOWS THE WAY

LOUISVILLE, Ky.—Leo Weinberger and the entire Southern Automatic Music Company are showing the way to the trade with Daval's new CUB and ACE machines.

According to reports, "Whenever an op walks in to any of our offices who wants to know how one counter game can be made to take twice as much profits—we simply push a case each of CUB and ACE under his arms and tell him to get going.

"There's nothing in the world that can equal these two tiny sized games for power profits," Leo reports, "for they are attracting the attention of all smart operators at each one of our offices and we fully predict that they will prove themselves the finest money makers that our firm have yet introduced to the trade.

"These games are perfect from every standpoint. They give the operators exactly the type of play action they want. They also cut down on servicing. They boost collections and they are so small that the players enjoy themselves immensely every time they play them.

"We have competition on amongst ourselves as to which one of our offices is going to lead the sales parade with Daval's CUB and ACE."

THE PACKARD MEETING

1

2

3

4

5

1. Sam Ayo, R. & A. Music Co., Houston, Texas; H. E. Capehart; Earl Reynolds, Dallas; W. H. Newell, Wichita Falls, Texas.

2. Frank Adler, John D. Fuller, W. P. Hamel, Modestine Ezzo, Ben Palastrant, A. J. Navickas and H. E. Capehart.

3. Leo Dixon, W. H. Newell, Sam Strahl, George Ponser, Rudy Greenbaum, Harry Cohen, W. J. Clair and Jack Hudnall.

4. Frank Adler, John D. Fuller, Harry Drollinger, Ben Palastrant and Paul Clark.

5. O. M. Morgan, M. T. Pfrimmer, Midwest Novelty Co., Tulsa, Okla., R. L. Fuller, O. F. Kramer, H. R. Matheny of Wichita, Kan.

Mountaineer: "Doc, I want you to look at my son-in-law. I shot at him yesterday and took a piece out of his ear."

Doctor: "Shame on you, shooting at your son-in-law!"

Mountaineer: "He wasn't my son-in-law when I shot him."

"WHO'S TOPS" TO BE DECIDED BY MUSIC OPERATORS' VOTE

Music operators nationwide are invited to take part in a National Popularity Poll to determine two facts of supreme interest to every man and woman in the automatic phonograph industry:

1. Most Popular Recording of 1940.
2. Most Popular Recording Artist of 1940.

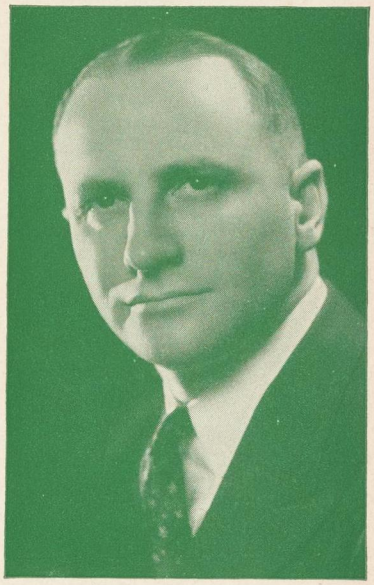
The poll is now being conducted by Coin Machine Industries, Inc., manufacturers association sponsoring the 1941 COIN MACHINE SHOW, Sherman Hotel, Chicago, Jan. 13-16, 1941. Results of the operators' vote will be announced during the Show; and suitable recognition will be accorded to the winners.

Operators' Benefit by Popularity Poll

Discussing the Popularity Poll, Jack Nelson, vice-president in charge of sales, Rock-Ola Mfg. Corp., and active member of the Show Publicity Committee, expressed his belief that the Poll would benefit operators in many ways.

"First of all," Nelson pointed out, "a bird's-eye view of public taste from coast to coast gives the operator comething to go on for the coming year. The most successful operator is the man who senses the changing trends and thus often has hit numbers on his machines even before they are generally conceded to be hits.

"Probably even more important is the fact that this Poll will enable the industry to obtain nationwide favorable publicity—thus increasing the popularity and prestige of automatic phonographs in all sections of the country. The results of this Poll will be real news of the kind newspapers are glad to print. Therefore, every operator who mails in the attached ballot will be helping himself by helping the industry to get favorable publicity. So here is your opportunity to do something for your industry—mark and mail your ballot today."



Jack Nelson

The barber had used his electric clippers in cutting small Betty's hair.

"I guess my neck wasn't clean," she told her mother on coming home, "'cause the barber used his vacuum cleaner on it."

Even the most miserable men grow hopeful when they see a happy face.

MAIL BALLOT TODAY

COIN MACHINE INDUSTRIES, INC.,
323 Sherman Hotel, Chicago, Illinois.

Most popular recordings for 1940 (up to December 1) in my territory were:

FIRST .....
SECOND .....
THIRD .....

Most popular recording artists for same period:

FIRST .....
SECOND .....
THIRD .....

This vote is based on our records covering an operation of.....machines.

NAME .....
COMPANY .....
ADDRESS .....
CITY, STATE .....

PHILLY PHONO GROUP ELECTS OFFICERS

PHILADELPHIA—Charles Young, of Deleware River Music Company, Haddonfield, N. J., was elected president of the Philadelphia Phonograph Operators' Association for the 1940-'41 term at the final October meeting of the organization. The election meeting made for one of the best turnouts of the year and the members took spirited part in the balloting.

Jack Sheppard, of Ball Amusement Company, Philadelphia, was elected vice-president. Other new officers are Harry Elkins, Royal Distributing Company, Philadelphia, secretary, and Joseph Mellwig, Cameo Amusement Company, Philadelphia, treasurer.

The new board of directors, which includes all the outgoing officers, consists of Louis Sussman, Lyric Amusement Company, Philadelphia; Phillip Frank, Automatic Vending Corporation, Chester, Pa.; Arthur Pockrass, Universal Amusement Company, Philadelphia; William King, Quacker Vending Company, Philadelphia; George Field, Field & Murphy, Norristown, Pa.; Louis Hinden, Garden State Amusement Company, Camden, N. J., and William Mongan, William Mongan Company, Berlin, N. J.

Frank Hammond, business manager of the local association which includes operators in Eastern Pensylvania and Southern New Jersey, as well as those maintaining offices in the city proper, inducted the new administration.

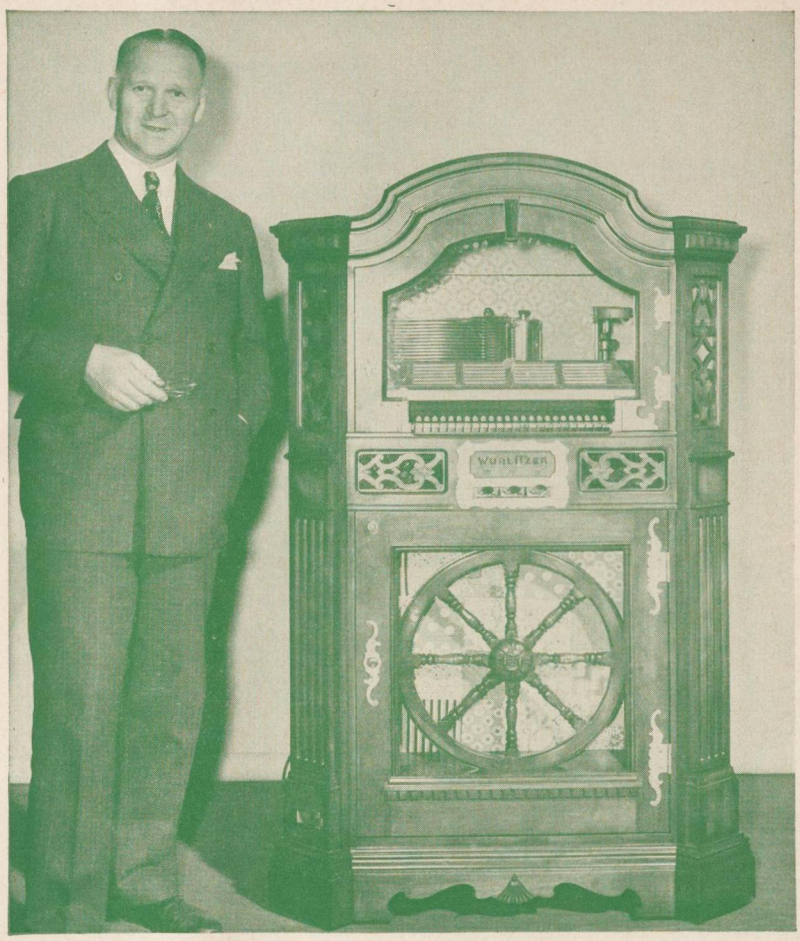
"We feel that the members elected to offices," said Hammond, "are well qualified to handle the important matters in our business during the year and we find that of the four officers and seven board members only two new names on the board. The retiring two men are Sam Weinstein, of Mutual Music Company, Philadelphia, who declined to run, due to becoming a distributor for Packard Manufacturing Company, and J. Friedenberg, of the Friedenberg Music Company, Atlantic City.

"A vote of thanks to these two men for their past year's services and to the retiring officers who are now serving as members of the board of directors."

SOMETHING IN THE AIR BUT THEY WON'T TELL

With show time rapidly approaching, officials of the big Rock-Ola Manufacturing Corporation in Chicago promise operators the biggest surprise they have ever had. According to reports, plenty is in store. Workmen are busy constructing another new addition to the factory with heavy concrete foundations. It is whispered that special huge presses will be installed to handle the new production. What is it? Shhh! You'll see it at the show!)

WURLITZER COLONIAL MODEL 780 SCORES HIT AT DISTRIBUTOR SHOWROOMS



Paul M. Fuller, Wurlitzer designer, and his latest creation, the Colonial Model 780

All over the country on November 9th Wurlitzer Music Merchants flocked to Distributor Showings of the newly announced Wurlitzer Colonial Model 780.

According to nation-wide reports fast piling in to the Wurlitzer plant, the reception accorded this instrument was nothing short of sensational.

Expressly designed for hotels, private clubs, high class restaurants and cocktail lounges, the Model 780 features a rich and conservative beauty in keeping with the appointments of these and other distinctive locations.

Distributors report a widespread reaction on the part of Music Merchants that the Colonial Model will enable them to land hundreds of hard-to-get locations . . . particularly those establishments which have been aloof to all automatic phonographs on a basis of their "commercial" appearance.

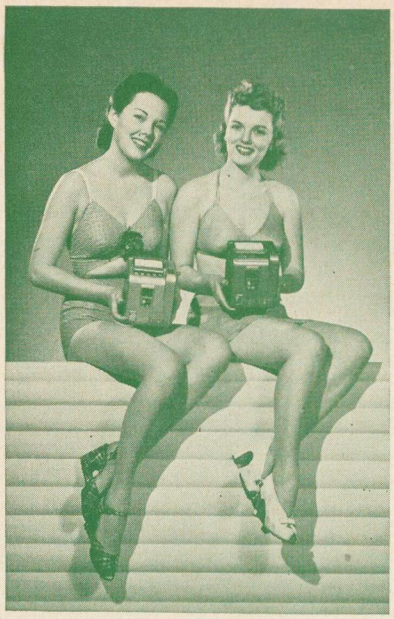
The Model 780 with its rich period design overcome this objection and opens a vast new field for Wurlitzer Music Merchants.

According to Wurlitzer General Sales Manager M. G. Hammergren, "The Colonial Model has accomplished exactly what we felt it would—provided the Music Merchant an instrument with which he can approach a wholly new market for automatic music. His enthusiastic reception of the model proves that such a need has existed and is now filled. Orders are already coming in at a rate that will soon exhaust the planned limited production of this distinctive model."

8 YEARS IN SAME BOOTHS

Philadelphia, Pa.—Byron Block of the Block Marble Co., 1527 Fairmount avenue, this city, well known throughout the country as the main supplier of electrical parts to all operators, jobbers and distribs, reports that the firm will once again feature their complete line of supplies at the coin machine show in the same booths which they have had for the past eight years.

We are going to have the most complete line of supplies on display that we have ever shown. Operators, jobbers and distributors have always looked to us for the best in supplies. We are not going to disappoint the trade.



JUST A HANDFUL! We mean the games, of course. They're Daval's two new counter games—both of which are rapidly becoming America's most talked-about sensations, according to A. S. Douglis of Daval. The girls? Oh, yes—the blonde is Jerry Mitchell and the brunette is Jeanne Brown. Both together they form America's outstanding modeling team. CUB and ACE is delivered direct to Southwest operators by Electro Ball Company, Inc., 1200 Camp street, Dallas, Texas.

NORTHWESTERN VENDER NEWS

Jack Folsom of Folsom & Brown, Dallas, Texas, distributors for Northwestern Merchandise Venders, reports nice sales the past 30 days on Northwestern Venders. Jack says: "With a high quality vender like Northwestern it is a real pleasure to sell operators and see them make more money. Our plans are being laid for a big year during 1941. We have several expansion movements under way."

Robert Reynolds, Northwestern op of Duluth, Minn., won the $25.00 grand Northwestern prize in the recent photo contest. Reynolds' winning photo was that of a peanut vender placed in the zoo directly in front of the elephant. We must admit that Robert certainly picked a real capable consumer prospect when he selected the spot.

Northwestern as usual will have a large and attractive display of machines at the coming Coin Machine Show, Chicago, Jan. 13-16.

A leap year groom says that he knows his wife can keep a secret because he has learned that she made up her mind to marry him for several months before he even suspected such a thing.

SPECIAL TO COIN MACHINE SHOW CHICAGO, JAN. 13-16, 1941

OFFICIAL ROUTE FOR SOUTHWEST OPERATORS

Lv. Fort Worth	MKT - Frisco	3:50 PM	Sat. Jan. 11th
Lv. Dallas	MKT - Frisco	4:00 PM	Sat. Jan. 11th
Ar. Chicago	C & EI	1:45 PM	Sun. Jan. 12th

CITY	RAILROAD	TIME	DATE
Lv. Beaumont	Sou. Pac.	5:25 AM	Sat. Jan. 11th
Lv. Houston	Sou. Pac.	8:00 AM	Sat. Jan. 11th
Lv. Bryan	Sou. Pac.	10:02 AM	Sat. Jan. 11th
Lv. Corsicana	Sou. Pac.	12:28 PM	Sat. Jan. 11th
Ar. Dallas	Sou. Pac.	1:50 PM	Sat. Jan. 11th
Lv. Houston	B-RI.	8:15 AM	Sat. Jan. 11th
Ar. Dallas	B-RI.	12:20 PM	Sat. Jan. 11th

Passengers from Galveston can use Texas Bus Lines to Houston, thence one of the above schedules.

Lv. Brownsville	Sou. Pac.	8:00 PM	Fri. Jan. 10th
Lv. Harlingen	Sou. Pac.	8:53 PM	Fri. Jan. 10th
Lv. McAllen	Sou. Pac.	10:20 PM	Fri. Jan. 10th
Lv. Corpus Christi	Sou. Pac.	11:59 PM	Fri. Jan. 10th
Ar. San Antonio	Sou. Pac.	6:30 AM	Sat. Jan. 11th
Lv. Laredo	I & GN	4:00 AM	Sat. Jan. 11th
Ar. San Antonio	I & GN	8:30 AM	Sat. Jan. 11th
Lv. San Antonio	MK & T	9:00 AM	Sat. Jan. 11th
Lv. Austin	MK & T	10:55 AM	Sat. Jan. 11th
Lv. Temple	MK & T	12:43 PM	Sat. Jan. 11th
Lv. Waco	MK & T	1:35 PM	Sat. Jan. 11th
Ar. Dallas	MK & T	3:50 PM	Sat. Jan. 11th
Lv. San Angelo	GC & SF	9:30 PM	Fri. Jan. 10th
Lv. Brownwood	GC & SF	12:40 AM	Sat. Jan. 11th
Ar. Dallas	GC & SF	7:45 AM	Sat. Jan. 11th
Lv. Wichita Falls	FW & DC	4:20 AM	Sat. Jan. 11th
Ar. Dallas	FW & DC	7:45 AM	Sat. Jan. 11th
Lv. El Paso	T & P	9:00 PM	Fri. Jan. 10th
Lv. Big Spring	T & P	8:00 AM	Sat. Jan. 11th
Lv. Sweetwater	T & P	9:30 AM	Sat. Jan. 11th
Lv. Abilene	T & P	10:20 AM	Sat. Jan. 11th
Lv. Cisco	T & P	11:40 AM	Sat. Jan. 11th
Ar. Fort Worth	T & P	2:40 PM	Sat. Jan. 11th
Lv. Shreveport	T & P	7:40 AM	Sat. Jan. 11th
Lv. Marshall	T & P	9:00 AM	Sat. Jan. 11th
Lv. Longview	T & P	9:35 AM	Sat. Jan. 11th
Lv. Gladewater	T & P	9:50 AM	Sat. Jan. 11th
Lv. Mineola	T & P	10:25 AM	Sat. Jan. 11th
Ar. Dallas	T & P	12:15 PM	Sat. Jan. 11th
Lv. Fort Worth	MKT	3:50 PM	Sat. Jan. 11th
Lv. Denton	MKT	4:47 PM	Sat. Jan. 11th
Ar. Denison	MKT	6:25 PM	Sat. Jan. 11th
Lv. Dallas	MKT	4:00 PM	Sat. Jan. 11th
Lv. Greenville	MKT	5:23 PM	Sat. Jan. 11th
Ar. Denison	MKT	6:30 PM	Sat. Jan. 11th
Lv. Denison	MKT	6:45 PM	Sat. Jan. 11th
Ar. St. Louis	FRISCO	8:30 AM	Sun. Jan. 12th
Lv. St. Louis	C & EI	8:50 AM	Sun. Jan. 12th
Ar. Chicago	C & EI	1:45 PM	Sun. Jan. 12th

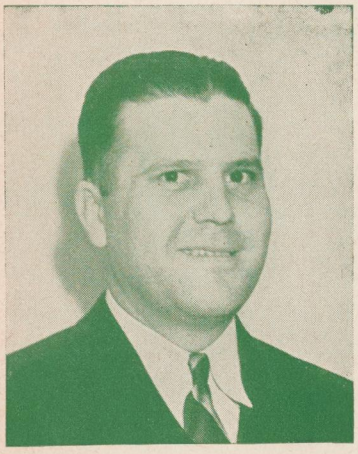
Coinmen from Mt. Pleasant, Commerce, Sulphur Springs can drive to Greenville to meet party leaving there at 5:23 PM.

Operators from Oklahoma City, and other nearby Oklahoma points desiring to join the Texas delegation may plan to meet the party at McAlester, Okla. at 8:50 P.M. January 11th. Operators from Tulsa can catch the delegation at Muskogee at 10:15 P.M. January 11th.

Low round trip rates are in effect from all points to Chicago. See your local ticket agent for quotations.

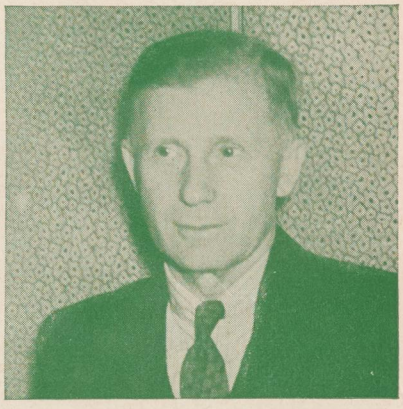
SOME MEMBERS OF PACKARD MFG. CORP.

● HARRY I. DROLLINGER, General Service Manager: Started servicing electric pianos at Fort Wayne, Indiana, when he was sixteen years old. He was with the National Piano Company for thirteen years as Superintendent of Service with 14,000 pianos on location. He went to Texas and operated phonographs for himself for five years and then became District Manager for Wurlitzer for four years. He then started building selective Remote Control equipment in Texas for two years and took the box he had built to Buckley, where he was in charge of sales and service for one year. He took a new box to Keeney, where he was in charge of sales and service for one year. He left Keeney to come with Packard as General Service Manager.



● District Manager for Louisiana, Mississippi, Tennessee and Alabama, Dwight R. Osborn belongs to the Osborn Family, his father being A. D. Osborn, Los Angeles, California, one of the oldest music operators in the United States. D. R. Osborn is a brother to Deloss Osborn, who is Packard Mfg. Corp. Distributor in San Francisco and Northern California. D. R. Osborn has been in the automatic music business since the days of the automatic piano. Has operated equipment through four or five states in the West and knows all the details of the operating business. Has had long and varied experience in the operation of all types of equipment and was producing wired music with his father.

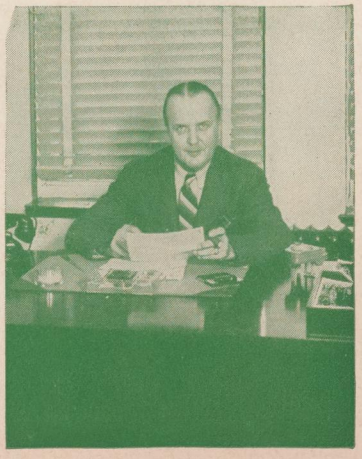
● W. F. Struby, Secretary of Corporation and Assistant General Manager. Started with Capehart Corp., Huntington, Indiana, in 1927 as Purchasing Agent. Moved with firm to Fort Wayne, Indiana, where he held various positions. In 1932 he left to enter business for himself in Evansville, Indiana, for two years. Then became associated with C. R. Kirk Standard Ticket Games Corp., and Exhibit Supply Co., Chicago, Ill. Kirk and Struby withdrew from these concerns and the C. R. Kirk Co. was formed. Struby served as Vice President of this company until his resignation early this year at which time he came with the Packard Manufacturing Corp.



● George Rossebo, Factory Manager: Was formerly with Nordyke & Marmon Motor Car Company in the Aviation Division, supervising tools. Then spent 17 years with Holcomb & Hoke, Indianapolis, Indiana, where he was factory manager. This concern built the old Holcomb & Hoke Electramuse Phonograph, among other products. Then he was in charge of production at Thomas & Skinner Steel Products, Indianapolis, where they made magnets and various other steel products. He left this company to come with Packard Manufacturing Corp. as factory manager.

● Ben Palastrant (left), District Manager for the New England States and the Eastern section of New York State, around Albany. Palastrant has been in the distribution business for a number of years and is well known to the coin machine industry throughout the United States. He is held in high regard by the operators in his territory with whom he has done busines for a number of years.

● Fred Rabe (right), District Manager for Florida, North and South Carolina and Georgia. Has been in the automatic phonograph business for the last 15 years. Formerly with Holcomb & Hoke Mfg. Corp. Was with Mills Novelty Company a number of years and with the Rudolph Wurlitzer Company as District Manager in his same territory.



CHICAGO SHOW CREATES FAVORABLE PUBLICITY FOR INDUSTRY

By A. E. GEBERT

A. E. GEBERT, president of Advance Machine Company, is a director of Coin Machine Industries, Inc., and a member of the 1941 Show publicity committee.

Favorable newspaper and radio publicity for the entire coin machine industry will be one of the biggest benefits of the 1941 COIN MACHINE SHOW at the Sherman Hotel, Chicago, Jan. 13-16, 1941. The Show serves as a brilliant stage on which coin machine men can effectively dramatize the industry's contributions to the economic welfare of the country.

Prominent Firm Handles Publicity

In order to obtain the maximum benefits of publicity, Coin Machine Industries, Inc., the manufacturers' association which is sponsoring the 1941 Show, has retained an outstanding firm of public relations counsellors to prepare and direct publicity in connection with the Show. This organization, Theodore R. Sills & Company, handles publicity for the bowling industry, the independent grocers, the laundry industry, the road-building industry and many other large industrial groups.

In charge of coin-machine publicity at the Sills headquarters is Hugh Burras, who was formerly associated with leading coin machine manufacturers and who is known to many coin machine men throughout the country. His knowledge of the industry's problems, plus the experience of the Sills organization in the publicity field, insures favorable press recognition for the industry.

The coin machine industry's part in creating jobs and purchasing power provides the theme of a powerful publicity story, which will be published in newspapers from coast to coast and in the trade magazines of dozens of industries supplying material to the coin machine industry. The many new and revolutionary types of amusement, music and vending machines to be revealed at the January Show will also provide interesting newspaper stories which cannot fail to win the good will of the public. And the good will of the public is probably the most essential factor in the continued progress and prosperity of the industry. Thus the Coin Machine Show—and the resulting publicity—directly contributes to the financial welfare of every man and woman in the industry. For that reason alone, if for no other reason, every operator, jobber and distributor should be sure to attend the "bigger and better" 1941 COIN MACHINE SHOW, Sheramn Hotel, Chicago, Jan. 13-16, 1941.

"Guess what we've got" Jeanne Brown and Jerry Mitchell, famous blonde-brunette team of models show you the answer right in their hands: Daval's two new baby-size counter games, CUB and ACE. According to the manufacturers of these new twin counter games, sales are breaking all records. Southwest operators are served with CUB and ACE by Electro Ball Company, Inc., 1200 Camp street, Dallas, Texas.

SAM MAY NAMED BALLY DISTRIBUTOR

SAN ANTONIO—"It's like going back home to be in the Bally lineup again!" exclaimed Sam May, discussing his recent appointment as Bally distributor. "I've always been a Bally booster, since way back. In recent years, territorial conditions have not been such that I could do justice to the Bally line, but I've never lost touch with the great Bally bunch. And now Rapid-Fire has brought me back into the field, and I'm a 100 per cent Bally man. From what I know about the new machines Bally has coming up, I look forward to continuing as a Bally distributor for a long, long time to come."

Program of the 1941 COIN MACHINE SHOW

◆

Monday, Jan. 13

Exhibit Hours:
2 to 10 p.m.
Homecoming Luncheon:
12 noon to 2 p.m.
A nationally known speaker and high-class entertainment will be provided.

Tuesday, Jan. 14

Exhibit Hours:
10 a.m. to 9 p.m.

Wednesday, Jan. 15

Exhibit Hours:
10 a.m. to 9 p.m.
Entire day (to 6 p.m.) reserved for meetings of operator, jobber or distributor associations. Facilities will be furnished by Coin Machine Industries, Inc. Association officials are invited to make arrangements with James A. Gilmore, secretary-manager.
Association Executive Dinner
6 to 8 p.m.
Be prompt
The officers and directors of CMI complimentary dinner to the presidents and acting secretaries of associations of the Coin Machine Industry.

Thursday, Jan. 16

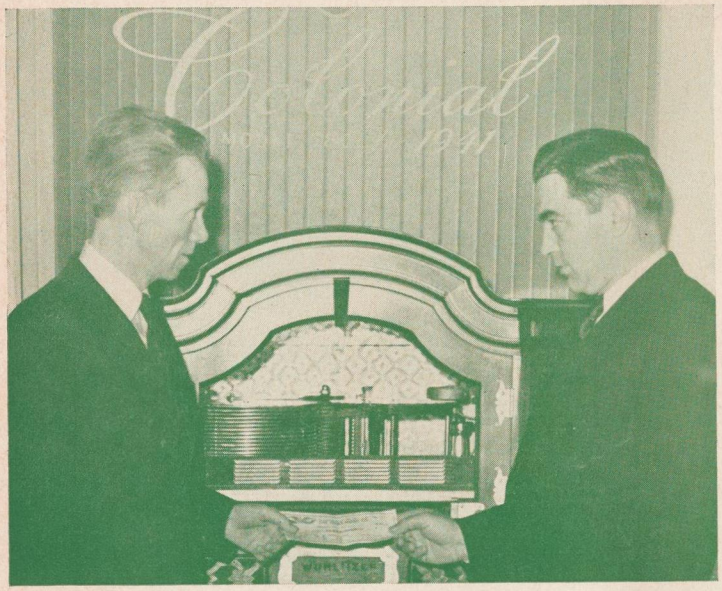
Exhibit Hours:
10 a.m. to 3 p.m.
Annual Banquet—7 p.m.
Followed by a magnificent floor show and dancing.

F. C. EWING CO.
The Operator's Friend
PEANUTS, 1940 New Crop
Triple Cleaned No. 1 Spanish
The Nuts With a Flavor
Blanched Virginia Peanuts and Cashew Nuts
Fancy Grades for Vending Machines
WRITE FOR PRICES
1414-16 E. Lancaster, P. O. Box 851
Phone 2-8648
FORT WORTH, TEXAS

BALL GUM
ALL SIZES
FLAVOR THRU and THRU
PERFECTLY ROUND
Watta Polish
Protective Packing
NEWARK N.J.
AMERICAN CHEWING
128 Mt. Pleasant
DISTRIBUTED BY:
M. T. DANIELS CO., 1027 University Ave., Wichita, Kan.
F. C. EWING CO., Box 851, Fort Worth, Texas

337814B

TEXAS MUSIC MERCHANTS GET FIRST LOOK AT WURLITZER COLONIAL MODEL



● Lone Star State Music Merchants turned out in force to attend the inaugural showing by Commercial Music Co., Wurlitzer Dallas Distributor, of the newly announced Wurlitzer Colonial Model 780.

All agreed that this unique instrument designed for high class locations would open up important new avenues of profit for Wurlitzer Music Merchants. Its Early American beauty received enthusiastic praise. Its popularity among Txas Music Merchants was proved, according to Joe Williams of the Commercial Music Company, by substantial orders booked during and immediately following the showing.

M. T. Johnson, owner of the Texas Music Company, Breckenridge, Texas, buys the first Wurlitzer Model 780 sold in Texas. Purchase made and check in payment handed to Joe Williams at 7:30 the morning of the party.

●

Commercial Music Company's showrooms before the party. Note new Model 780 displayed in the center.

Eager Music Merchants and their wives arrived early, soon packed the showrooms so full, Model 780 could be seen only by those closest to point where it was displayed.

Above—Photographer asks guests to step to one side for one moment that he might get view of Wurlitzer Colonial Model shown here.

●

Right—Commercial Music Company did party up in good style, served bountiful repast to Music Merchants and wives, some of whom traveled far to view sensational new Wurlitzer Model.

DECCA HITS

These Decca Records are really doing a swell job of reaping the nickels for operators:

POPULAR DANCE AND VOCAL

3553—Scrub Me Mama With a Boogie Beat
Johnny Peddler
Andrew Sisters

3477—When I Lost You
When You're a Long, Long Way from Home
Bing Crosby

3490—Cabin in the Sky
Taking a Chance on Love
Ella Fitzgerald

3491—Everything Happened When I Saw You
Little Miss!
Andy Kirk and His Orch.

3468—Puttin' and Takin'
I'm Only Human
Ink Spots

3480—Rhumboogie
Dark Eyes
Pancho and His Orch.

3428—See What the Boys in the Backroom Will Have
I'm the Lonesomest Gal in Town
Teddy Grace

3461—Dream Valley
Whatever Happened to You?
Woody Herman and His Orchestra

3545—By the Watermelon Vine, Lindy Lou
I've Been in Love Before
Benny Carter and His Orchestra

3462—Mickey
Connie's Got Connections in Connecticut
Dick Robertson and His Orchestra

3404—Two Dreams Met
Down Argentine Way
Bob Crosby and His Orch.

HILLBILLY AND STRING BAND

5902—On the Sunny Side of the Rockies
Sweethearts or Strangers
Jimmie Davis

5901—New San Antonio Rose
Worried Mind
Texas Jim Lewis and Lone Star Cowboys

5900—I Ain't Gonna Love You Anymore
My Baby and My Wife
Ernest Tubb

5889—You're My Darling
The Love I Have for You
Jimmie Davis

5898—What's the Matter with Deep Elem
Henpecked Husband Blues
Shelton Brothers

RACE BLUES AND DANCE

1446—Good Morning Blues
Our Love Was Meant to Be
Count Basie and His Orch.

7817—Bowleg Woman
My Pony
Johnnie Temple

7803—Riffin' the Blues
Why Is a Good Man So Hard to Find?
Lil Armstrong Orchestra

7815—Gangster's Blues
Look Out for Yourself
Peetie Wheatstraw

18090—219 Blues
Perdido Street Blues
Louis Armstrong and His Orchestra

SPECIAL CHRISTMAS DECCA RECORDS

621—Silent Night
Adestes Fideles
Bing Crosby

1031—Jingle Bells
Santa Claus Is Comin' to Town
Riley Farley and His Orch.

3365—Hello, Mr. Kringle
I Want You for Christmas
Dick Robertson and His Orchestra

2782—Night Before Christmas
That's What I Want for Christmas
Dick Robertson and His Orchestra

THANKS AND GREETINGS TO OUR Many Operator Friends Everywhere

May the New Year bring you and yours much happiness and success and may we continue to enjoy your valued friendship and good will

DECCA DISTRIBUTING CORP.

New Orleans
517 Canal
Jacksonville
323 E. Bay St.
Atlanta
72 Central & 2nd
Memphis
632 Madison
Houston
1313 Dallas
Dallas
508 Park
Oklahoma City
217 East Grand

SIGNS LARGEST SINGLE ORDER

Fred Mills, president of Mills Novelty Company, Chicago, put his name on the largest single order ever placed for 16 mm. projection equipment by ordering 17 carloads of RCA projectors, amplifiers and loud-speakers for the new Panoram "Soundies" (coin-in-slot movies). On hand for the signing were W. L. Rothenberger, manager of the Industrial Division of RCA Manufacturing Company; Herb Mills, treasurer of Mills Novelty; Bert Mills, who perfected Panoram; Dennis Donohue, assistant to Fred Mills; Bill Oakey, Mills purchasing agent; and Ralph Mills, vice-president of Mills Novelty.

An European diplomat says that Americans are the most conceited people in the world . . . we used to think that too . . . before we knew any European diplomats.

CIGARETTE OPERATIONS IN MANY STATES

are making more PROFIT than ever before

GOOD used cigarette machines are LOWER PRICED than ever before. Our used equipment is mechanically perfect and is freshly repainted.

LOW DOWN PAYMENTS. TEN MONTHS TO PAY

Machines sold only to established operators. Start a cigarette operation in connection with your music and games NOW.

Write for used cigarette machine price list.

National Cigarette and Candy Machines

ED. BROWN, Inc.

Phone 3-2229

4605 Lindsley Ave. DALLAS, TEXAS

BALLY ANNOUNCES NEW RAY GUN

CHICAGO—"Greater than Rapid-Fire! That," says Ray Moloney, president of Bally Mfg. Company, "is the verdict of all who have seen and played Bally's new Defender machine-gun. Defender utilizes the successful principles of Rapid-Fire, but incorporates many new features which mean greater play appeal and greater earning power.

"First of all, Defender is built into a single sompact cabinet which actually occupies less floor space than a pin-game. Yet, thanks to the new 'Telescopic sight' the player has the illusion of shooting at a distant target. This target is a realistic combat plane—not a 'moving picture' but a miniature model plane which zooms back and forth above a raging battle. The action of the plane is arranged to insure tremendous suspense and maximum skill appeal. The player never knows whether the plane will appear from behind a cloud bank toward the top of the cabinet or from behind a clump of trees toward the bottom. Direction of flight is different every time, requiring quick action and sure-shooting skill on the part of the player.

"Just as Rapid-Fire captured the choice locations from coast to coast, so Defender will defend those locations from any and all competition. And, thanks to the compact construction, Defender will open the doors to countless new locations not formerly available for machine-gun operation."

"My dear," exclaimed the husband when he arrived home late and found his wife waiting for him, "you'd never guess where I've been tonight."

"Oh, yes, I can," replied his wife, "but go on with your story, anyway."

WHO ARE 4 MEN ON SHOW POSTER?

The four men on the poster advertising the 1941 COIN MACHINE SHOW have created considerable comment, according to Herb Jones, advertising manager of Bally Mfg. Company and chairman of the Show publicity committee. "Numerous operators and distributors," Jones explained, "have written to ask who the four men are. They even claim to recognize some certain operator or distributor in the group and want to know why so-and-so gets the free publicity. I want to emphasize, therefore, that any resemblance to a particular person in the industry is purely coincidence.

"The four men are, of course, symbolic of the industry in several different ways. They can be considered as representing the Amusement, Music, Service and Vending divisions of the industry—thus emphasizing the fact that the entire coin-machine industry is represented at the Show. Or the four men may be thought of as an Operator, a Jobber, a Distributor and a Manufacturer—meaning that the Show is the place where all factors get together in a spirit of harmony and co-operation. Finally, the quartet indicates that coin-machine men from the North, South, East and West will throng to the 1941 COIN MACHINE SHOW, Sherman Hotel, Chicago, Jan. 13-16, 1941."

Sonny: "Kin I have the wishbone, Mother?"

Mother: "Not until you've eaten your spinach."

Sonny: "Yes, but I wanted to wish I didn't have to eat it."

Al Douglis of Daval demonstrating the CUB and ACE games at a private preview to the officials of the Mayflower Novelty Company of St. Paul, during their big opening recently. Left to right: Al Douglis, Sam Taran, J. H. Nilva, Morris Rosner and Herman Pastor.

Operators Attention!!

Send Now for Our Attractive Prices on All Types of Used Games and New Releases

✣

FREE—We will send each operator who writes in a beautiful auto key ring and holder for driver's license.

✣

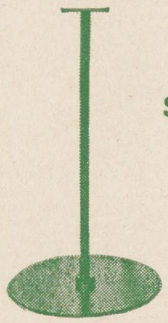
WRITE US TODAY

H. G. PAYNE COMPANY

312-314 Broadway

NASHVILLE, TENN.

IRON STANDS



FOR PEANUT AND BALL GUM MACHINES

PRICE $1.50 EACH

F.O.B. Fort Worth

Shipping Weight 25 Lbs. Each

F. C. EWING CO.

"THE OPERATOR'S FRIEND"

1414-16 E. Lancaster. P. O. Box 851

FORT WORTH, TEXAS

COLUMBIA APPOINTS PUBLICITY REPRESENTATIVE :

Constance Hope Associates of New York were today (November 18) appointed to handle all publicity activities of the Columbia Recording Corporation. The announcement was made by Edward Wallerstein, president.

The Hope organization, which has headquarters at 29 West 57th Street, New York, and also a Hollywood branch, will assume charge of the Columbia Reviewer's Service in addition to all publicity on Columbia Masterworks, Columbia Popular and Okeh Records. Constance Hope and Alan Kayes will handle the account and will report to Patrick Dolan, CRC Director of Sales Promotion.

If some people profited by their errors, it would keep them busy declaring dividends.

San Antonio News

Santone Coin Machine Company has been dissolved and the partnership of Dick Warneke and W. G. Bachtel goes "lone wolf" with each setting up his own organization. Warneke now heads the R. Warneke Company and Bachtel pilots the Coin Operating Sales Company. Both men are pioneers in the coin machine business.

Sam May is fast gaining the record of the "Traveling Texas Coinman." During the past few months Sam has visited the Pacific Coast and recently he attended the opening of the Mayflower Novelty Co. in St. Paul, Minn.

This city is feeling the effect of the big spending of government money in Texas. Operators report some increased showings of receipts and figure it is partly due to the government spending in setting up army camps, etc.

Commercial Music Company headquarters at 508 Seventh street, is a mecca for music operators these days. One can always run into several out-of-town music operators around the big Wurlitzer distributing headquarters.

D. S. French is one of the city's pioneer operators and he is active every day keeping his string of equipment going in first class shape.

Another "old timer" among the coin machine craft of the Alamo city is E. L. Chitwood. E. L. was operating automatic machines back in the days that wuz.

K. F. Wilkinson is really going to town with his music system. A number of installations have been installed recently and Wilkie is all "het" up over sales prospects for 1941.

ON TO THE SHOW! is the cry of a number of San Antonio operators who have already made their Sherman Hotel room reservations. San Antonio is always well represented at the big show.

GENERAL FEATURES CUB AND ACE

BALTIMORE—"The General Service Company," reports Irvin Blumenfeld, "is now featuring Daval's CUB and ACE counter games. These are among the greater midget size games that have ever appeared on the market. They have all the features that operators want in a tiny counter game money-maker and are sure to prove tremendously great money getters in this territory.

The Southwest Coin Machine Delegation will enjoy the comforts of this super parlor car during their trip to and from the Chicago Coin Machine Show, Jan. 13-16. Make your reservation now. See your Katy-Frisco railroad agent.

HARD BOILED EGGS VIA THE COIN CHUTE

One of the most recent offerings in the Venetian Machine field is a hard boiled egg vending machine now being manufactured by Cro-Mar Sales & Mfg. Co., 6144 Garesche Avenue, St. Louis, Mo.

The machine dispenses a selected hard-boiled egg for 5¢ each, netting an excellent profit to operators. Poultry farms and egg wholesalers have an eye on the machine and welcome its entry into the field of selling merchandise via the magic coin chute.

The machine offers many other possibilities, as it can be used to dispense other merchandise suitable for many other locations, the items being quite varied and subject to the ingenuity of the vending distributor and operator. One large operator plans to use a solid metal cover instead of the standard glass top, so as to conceal the products, and operate the machine as a prize package machine with a nominal prize for each coin spent, and major grand prizes at 2 or 3 varied compartments.

Operators and distributors may be given an opportunity to see this new innovation in operation at the coming Coin Machine Show.

ATTENTION!

KEENEY ANTI-AIRCRAFT GUN OPERATORS

Hitler and Mussolini in parachutes — girl petting dog—deer running.

Can be installed by anyone in two seconds.

THESE FOUR NEW INSERTS ARE NOW READY!

These new subjects will keep the play going in same location for months.

No C.O.D.'s. No Personal checks. P.O. Money Order in full. All orders will be filled in rotation.

ALL FOUR INSERTS FOR ONLY $3.95 POSTAGE PAID

X. L. COIN MACHINE CO., INC.

1351 WASHINGTON STREET

BOSTON, MASS.

Gold Award American Eagle Proven Best

● CHICAGO.—Al S. Douglis, president of the Daval Company, 2043 Carroll avenue, this city, manufacturers of the outstanding AMERICAN EAGLE and MARVEL counter games, reported that their new model AMERICAN EAGLE with adjustable mystery payout GOLD AWARD had proven itself the best money-maker of all time.

According to Douglis, "Operators who have been using the GOLD AWARD model AMERICAN EAGLE report to us that it is the best game they have ever operated. The big angle back of the success of this machine, according to most reports, is the fact that the GOLD AWARD mystery payout is completely adjustable by the operator. On penny play some operators offer as high as $5.00 for the GOLD AWARD Token. On 5¢ play they offer as high as $25.00.

"Naturally an inducement of such outstanding nature is bound to attract big play. The players have been known to keep pumping coins into the AMERICAN EAGLE GOLD AWARD model for hours at a stretch in an attempt to capture the GOLD AWARD Token. The GOLD AWARD token pays out of the regular token tube. This is another feature that pleases the operator and the location owner. The operator is fully protected. Each GOLD AWARD token is serially numbered. Therefore, he can leave the number with the location owner when loading the tube so that the location does not pay off on any token but the one bearing that certain serial number.

"There are also many other reports that have reached us as to the reasons why the Gold Award AMERICAN EAGLE is capturing more play than any other machine we've ever built. It's unusually attractive, say all purchasers. The large Gold Plated casting simulating the GOLD AWARD on the front of the machine quickly captures the eyes of the players and brings them right over to the machine. The fact that the value of the GOLD AWARD Tokens can be raised to such high odds is very enticing to the players, and the idea that the players can go right on capturing regular Free Play Token awards at the same time they are trying for the big GOLD AWARD help the play of this model AMERICAN EAGLE tremendously.

"Orders for the GOLD AWARD AMERICAN EAGLE are increasing daily. Everyone who has tried a sample has come back for more. The game gets going very quickly on location and keep the play up steadily for months at a stretch.

"We believe that GOLD AWARD AMERICAN EAGLE is going to establish many new profit making records all over the country. We also feel that it is going to sell for many, many years to come due to the fact that it has lifetime action attraction for the players. It is the only machine of its kind on the market, and it is one machine whereby the operator can be assured he will not have to worry about swindle sheets; not worry about switching around; not worry about changing machines every two or three weeks; and certainly not even think of excessive depreciation; most of all—be sure of big profits for a number of years."

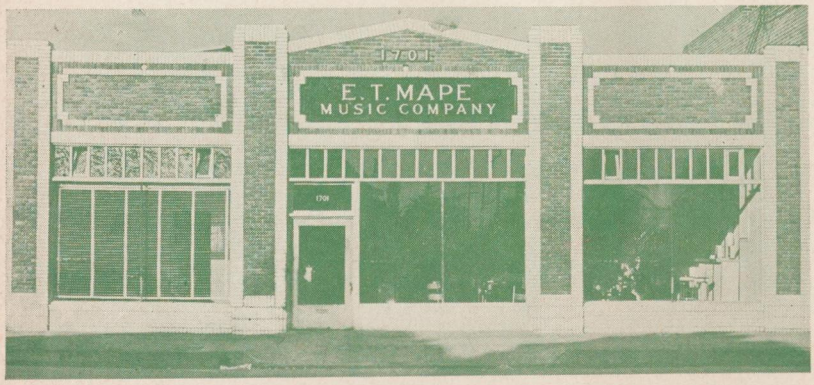
DAVAL HAS SPEEDY PRODUCTION SET

CHICAGO—Al S. Douglis of the Daval Company, who have created such an outstanding sensation with the introduction of their two new tiny sized counter games, CUB and ACE are all set for speedy production.

According to Al, "We are going to arrange for the speediest delivery in all Daval's history. Case lot shipments of CUB and ACE are the rule. Our factory has been geared for weeks in anticipation of the introduction of CUB and ACE.

"The great run we are enjoying on MARVEL and AMERICAN EAGLE, token payout counter games, held us up week after week. As each week went by we prepared to introduce CUB and ACE—and each week we were swamped with more and more orders. But, in the meantime we have been preparing for these two pint-sized machines. New machinery has been purchased. More men have been trained. All men in our plant and all machinery are geared to swing into the biggest production schedule in our history.

"We have previously astounded the trade with production on Chicago Club House; Penny Pack; Reel "21" and of late, MARVEL and AMERICAN EAGLE. But, this time we believe we will exceed all production records. Present orders already indicate a definite hit. It is also noteworthy that all of our distribs have been ordering in case lots. This gives us the opportunity to do the kind of job we like to do—large volume production and precision construction."



The above photo shows the new home of E. T. Mape Music Company of 1701 W. Pico Blvd., Los Angeles, Calif. The organization, one of the largest of its kind on the Pacific Coast, recently held a very successful Open House and were host to hundreds of operators, service men and their families. The concern has additional offices at San Francisco and Stockton.

WANT ADS

5c a Word Cash With Copy

JOBBERS WRITE US
Largest stock in Central West. We are distributors for the major companies. Latest price lists upon request. Many exceptional bargains. Advise your requirements. Marion Company, Wichita, Kansas.

USED MACHINES, BIG STOCK. Write for list. Send for Goodbody's Bulletin, it's free. Supplies and new machines. We ship promptly. Goodbody, 1824 E. Main Street, Rochester, N. Y. (Reg)

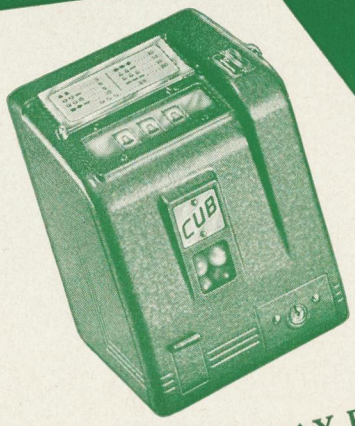
FOR SALE CHEAP—KEENEY Super Track Times Pastimes. Mills Chrome Bells. Large stock of all size checks. Charles Pittle, New Bedford, Mass.

FOR SALE—USED FREE PLAY marble tables, also payoff tables, slot machines, phonographs of all kinds, counter games. Anything in the vending line. Wichita Novelty Co., 717 Ohio Avenue, Wichita Falls, Texas.

FREE PARTS AND SUPPLIES CATALOG NO. W17 for all Coin Machines—Write on letterhead or send business card. BLOCK MARBLE, 1527 Fairmount, Philadelphia, Pennsylvania.

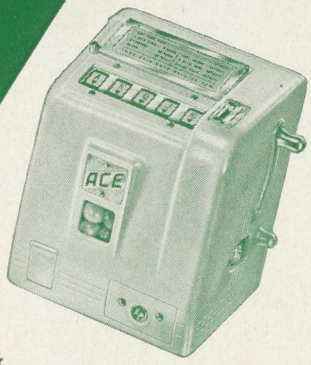
HAPPY DAYS ARE HERE AGAIN!

"CUB" and "ACE"



3 REEL—3 WAY PLAY
WITH COIN DIVIDER
AND 2 SEPARATE CASH
BOXES

Sample $13.95



5 REEL POKER PLAY
WITH COIN DIVIDER AND
2 SEPARATE CASH
BOXES

Sample - $14.95

BUY 'EM BY THE CASE
CASE OF "6 ACES" $80.

BUY 'EM BY THE CASE
CASE OF "6 CUBS" $75.

HOLIDAY GREETINGS

HAPPY DAYS ARE HERE AGAIN AND WE SINCERELY HOPE THE FORTHCOMING YEAR WILL BRING YOU THE UTMOST IN HEALTH, HAPPINESS AND PROSPERITY

DAVAL COMPANY

JANUARY 1941
COIN MACHINE SHOW
SHERMAN HOTEL, CHICAGO
13 14 15 16
SEE OUR DISPLAY
BOOTHS 52&53

★ ELECTRO BALL COMPANY ★

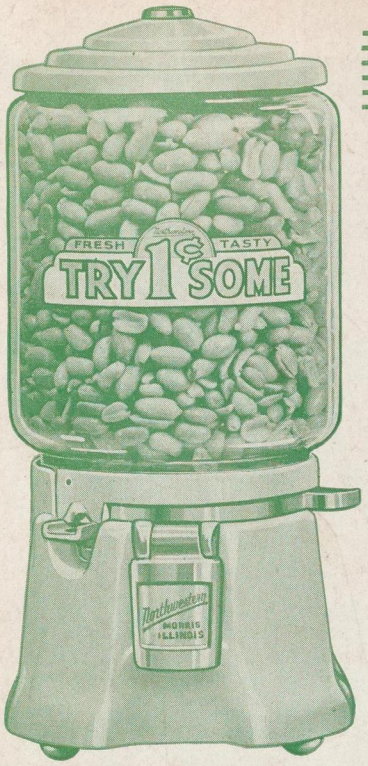
1200 Camp St.
DALLAS, TEXAS

★

1706 Fannin St.
HOUSTON, TEXAS

★

608 Union St.
MEMPHIS, TENN.

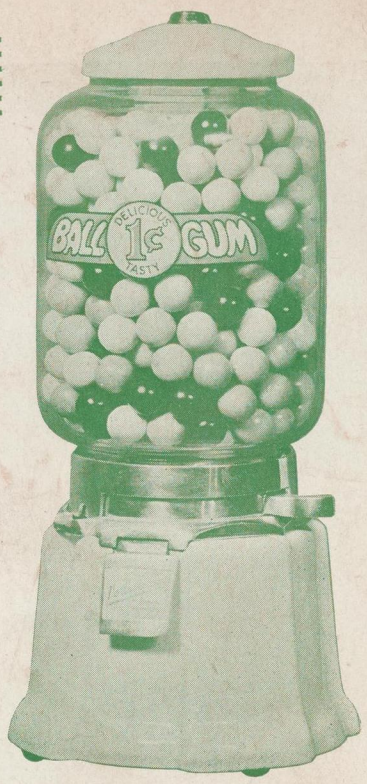


Northwestern

A SENSATIONAL HIT!

The Model 39 Bell

The bell rings and the customer gets penny back on every tenth play. This feature is proving a sensation everywhere. Operators are cashing in with Northwestern 39 BELL. You can do likewise. Order your sample machine today and then you'll order a hundred. Slightly higher of course but worth it.



NORTHWESTERN 39

Without question this Northwestern 39 is the world's best all purpose vender. It has every feature for smooth and accurate vending of bulk products. Adjustable portions, large opening on top of globe which permits easy cleaning and a wide variety of popular colors are just a few of the many features of model 39.

YOU CAN'T GO WRONG ON THE ABOVE MACHINES. YOU'LL FIND THEM TOP MONEY EARNERS YEAR IN AND YEAR OUT.

NORTHWESTERN 33

BALL GUM VENDER

for real ball gum profits this model 33 will do the job. Remember, you can sell good ball gum easier than you can give away cheap gum. This little silent merchant sits on location day and night and keeps the pennies coming your way. It is truly the dependable staple machine—the year 'round money maker.

LIBERAL TRADE IN ALLOWANCE

TRADE-INS ON ALL TYPES OF PENNY VENDERS. SEND US A LIST OF WHAT YOU HAVE AND WE WILL NOTIFY YOU OUR ALLOWANCE.

SPECIAL 26 POUND STAND $1.75

USED VENDERS IN TIP-TOP CONDITION

100—Model 39, NW, Slightly Used	$7.45 Each
12—In the Bag Peanut Venders	2.50 Each
6—Model 33 Ball Gum Venders	5.00 Each

Get Prices and Samples on Our CHEF Brand Spanish and Jumbo Peanuts, Cashews, Almonds and Boston Baked Beans and SPECIAL TOY PACK

WRITE—WIRE—PHONE—OR COME SEE US

FOLSOM & BROWN

2206 SOUTH HARWOOD PHONE 4-6131 DALLAS, TEXAS